

LIFE

MOST LAVISH HOLIDAY BUYING EVER

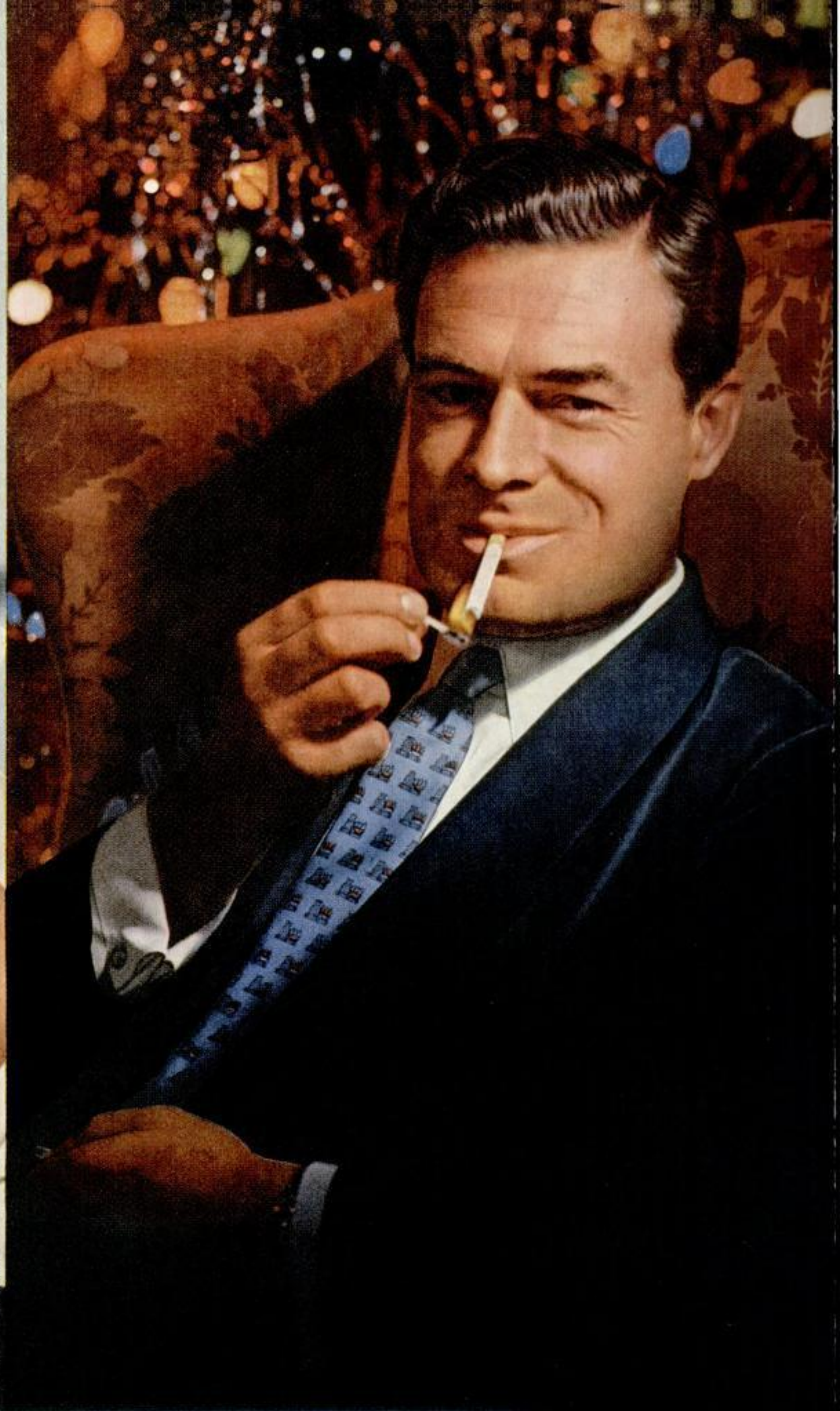
**A TRUE SCIENCE THRILLER:
SURVIVAL IN SUPERSONIC BAIL-OUT**



**\$100 SUITS OF ARMOR
FOR 6-YEAR-OLDS**

20 CENTS

DECEMBER 19, 1955



From the first you light...to your last at night...

Old Golds treat your taste right ...all day long!

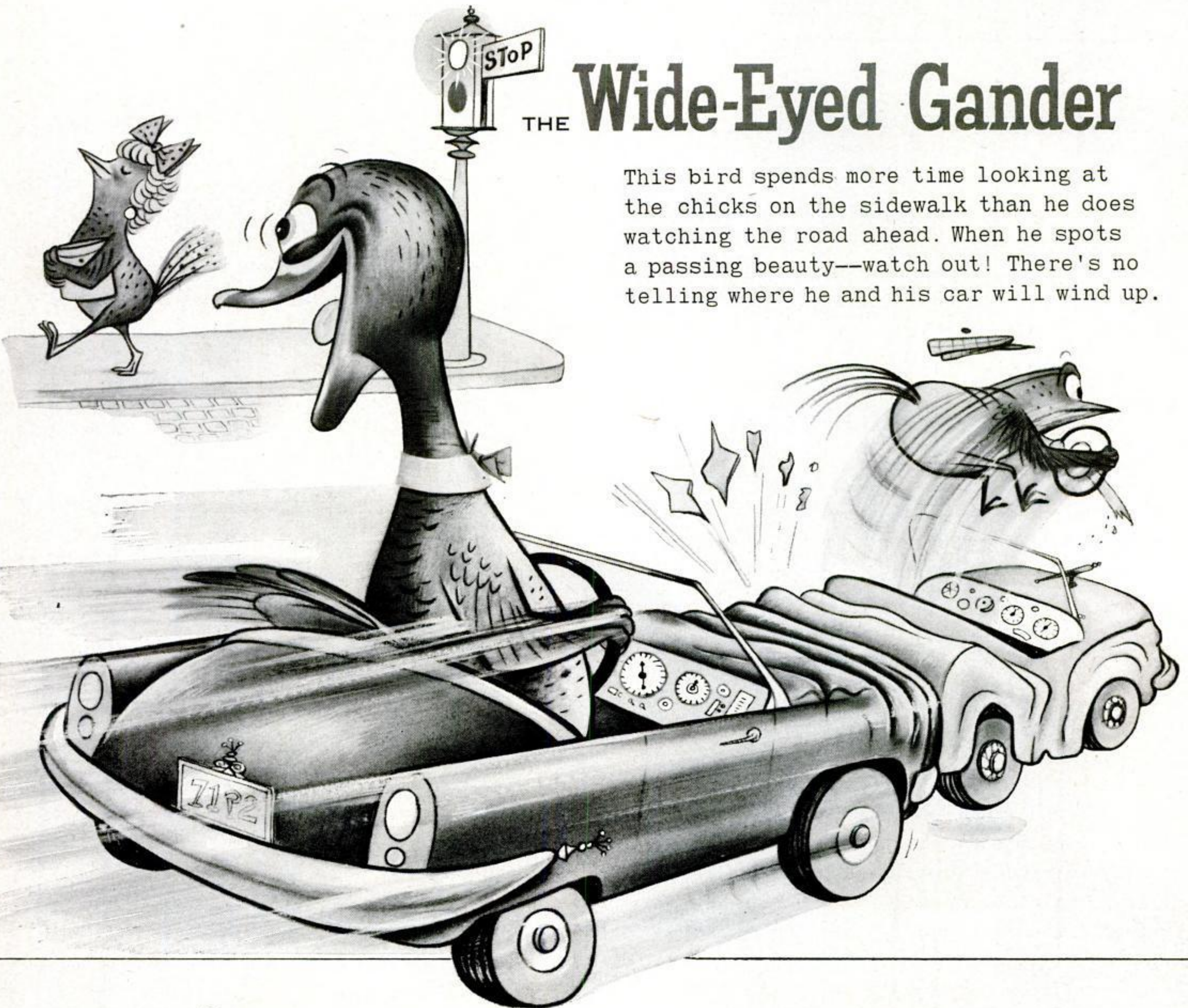
From that early dawn scramble to the tree on Christmas morn 'til the very end of the long and merry day, OLD GOLDS treat your taste right! Their exclusive "moisture-fresh" blending of brighter, more golden tobaccos gives you the same fresh taste . . . smoke after smoke after smoke. We hope you give — or get — lots of OLD GOLDS. (Or both!)



THREE WONDERFUL WAYS TO SAY MERRY CHRISTMAS . . . bright, gay, special Christmas cartons of OLD GOLDS . . . Regular, King Size . . . and the wonderful, easy-drawing Filter Kings.

THE Wide-Eyed Gander

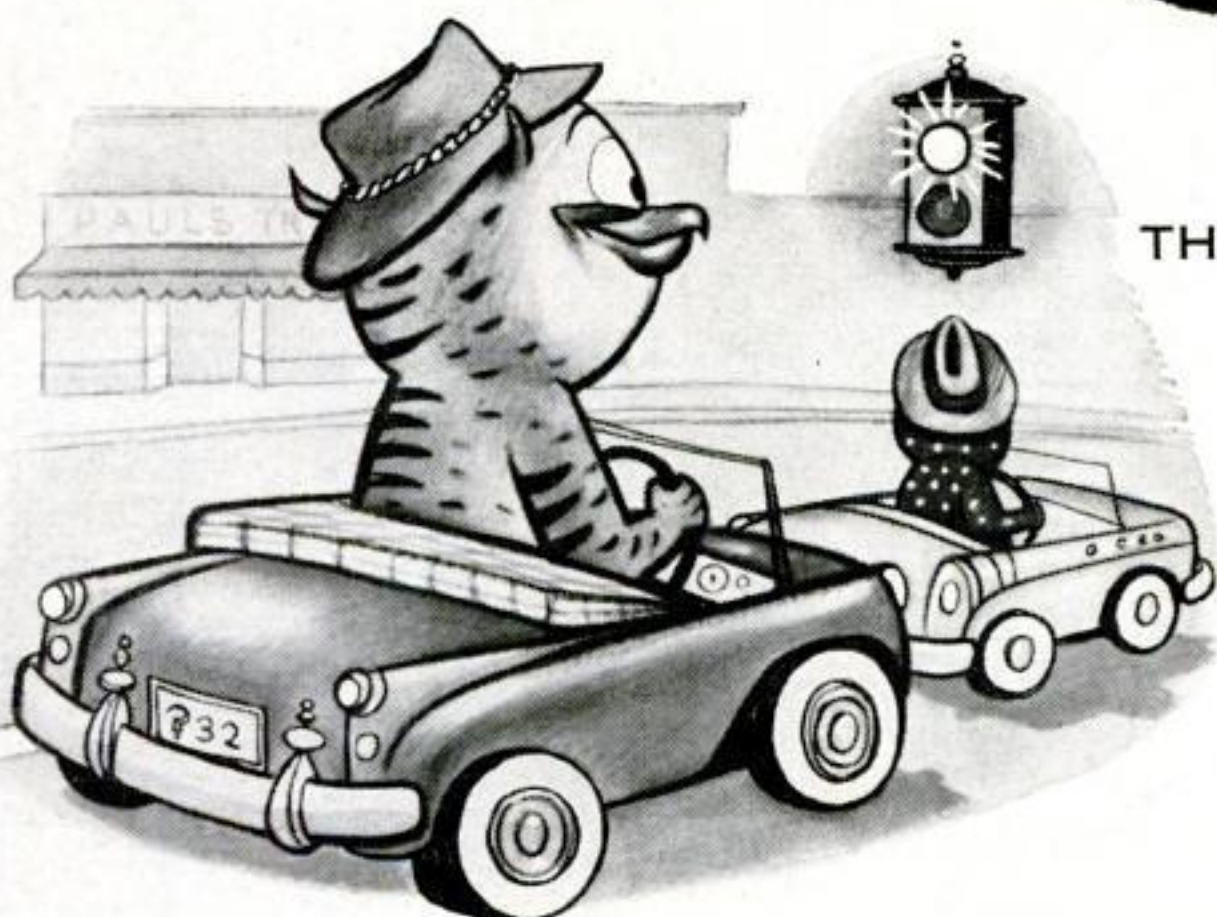
This bird spends more time looking at the chicks on the sidewalk than he does watching the road ahead. When he spots a passing beauty—watch out! There's no telling where he and his car will wind up.



THE Smart Bird

knows that driving calls for undivided attention. He keeps his eyes and mind on where he's going...is extra-careful when he's in traffic.

The Smart Bird is also careful when it comes to buying gasoline. He buys premium gasoline. Premium gasoline has a higher octane rating that lets you enjoy full power...gives greater driving pleasure.



It's smart to use
premium gasoline



ETHYL
CORPORATION

Santa's bulging 1955 pack 14

A \$1,000 doll, \$1,000 bed, \$100 suits of toy armor and millions in jewels add up in the billions to the biggest and brashest holiday retail buying rampage in history.



ARMOR FOR CHRISTMAS

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The new middleweight champion did the impossible by regaining his title with the aid of faith and thoroughgoing preparations photographed exclusively for LIFE.



THE CHAMP IN TEARS

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Doctors and engineers of North American Aviation spent nine months reconstructing the miraculous survival of a test pilot who bailed out, low level, at supersonic speed.



SUPERSONIC BAIL-OUT

Guide to understand France 98

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PROTESTING FRENCHMAN

Folk legends of Christmas 60

Through the ages the Christmas story has been lovingly embellished by legends in many lands. Artist James Lewicki has collected and painted 16 of the folk tales.



YULETIDE PIXY

COVER

Three small boys, Jeff Linzer, Johnny Simmons and Rob Devitt, display imported Italian toy armor selling this Christmas for \$85 to \$125, not counting the sword and shield (see pp. 14-23)

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RCA TV camera encased in special diving bell televises the activities of sea life in sunlit waters off the Gulf Stream.

Now RCA puts TV underwater to help the Government protect marine life

In the Gulf Stream off Florida, a fish peers inquiringly into the glowing eye of an RCA television camera—ten fathoms underwater! As the camera moves through the darting schools of fish, U. S. Fish and Wildlife Service technicians on the surface hover over an RCA remote control TV monitor. From what they see will come new improvements in fishing techniques and equipment to help the government protect marine life.

It's only natural that the development of underwater television should come from RCA—for it was RCA that introduced

black-and-white TV as a service to the public in 1939. Since then, more people have bought RCA than any other television. Today RCA pioneers again with Compatible Color TV—the system that lets you watch wonderful new color shows or black-and-white programs on the same set!

The electronic and engineering skill behind these achievements is inherent in all RCA products and services. And continually, RCA scientists at the David Sarnoff Research Center in Princeton, N. J., delve into new "Electronics for Living"—electronics to make life easier, safer, happier!



U. S. Fish and Wildlife Service technicians study fishing methods and equipment on an RCA remote control TV monitor.



RADIO CORPORATION OF AMERICA
ELECTRONICS FOR LIVING



Gently, almost reverently, her full red lips closed around the rim of hell! Sip by sip and slip by slip, she hit the depths!



She woke up one morning in a strange hotel room—not knowing where she'd been—or whom she'd married!

I'LL CRY TOMORROW

Millions wept unashamedly when they read Lillian Roth's frank revelations in the best-selling autobiography "I'll Cry Tomorrow." Now, in intimate detail, the story of her life is told on the screen—and it is a story of indomitable faith and courage you'll not soon forget. M-G-M has made it into a distinguished and inspiring motion picture!



A fabulous star who became a personality before she became a person...who almost had to die before she started living!

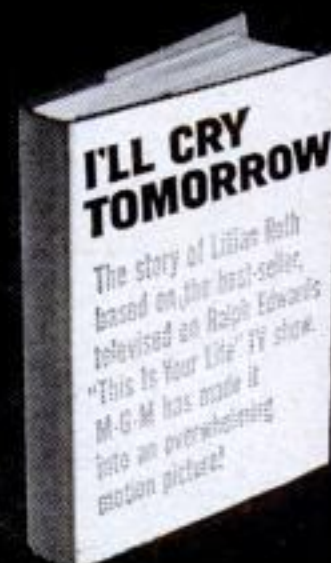


Susan Hayward tops her triumphant dramatic performance by singing the hits Lillian Roth made famous from Broadway to Hollywood!

This story was filmed on location . . . *inside a woman's soul!*



From M-G-M starring



SUSAN HAYWARD • RICHARD CONTE • EDDIE ALBERT • JO VAN FLEET
 DON TAYLOR • RAY DANTON • HELEN DEUTSCH and JAY RICHARD KENNEDY • DANIEL MANN • LAWRENCE WEINGARTEN

Based on the Book "I'LL CRY TOMORROW" by LILLIAN ROTH, MIKE CONNOLLY and GEROLD FRANK • An M-G-M Picture
 Hear the songs in the M-G-M Records Album



No matter how you slice it... it's such a Christmas-y ham!

When there's a Rath Black Hawk Ham in your oven . . . a merry, merry Christmas to you!

For say what you will, nothing in all the world gives ham such an elegant flavor, such a Christmas-y flavor as Rath's famous corn-feeding. Rath's sweetest of sugar-curing. Rath's leisurely

take-your-time way with savory hickory smoking.

Come Christmas day and The Ham is hot and fragrant from the oven—hand Father a sharp knife. Then watch him carve rosy, lean slices. The juiciest . . . tenderest . . . sweetest slices ever.

Happy eating!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN
THE RATH PACKING COMPANY, WATERLOO, IOWA

This One



ZYW5-W26-LBJY



Rath Black Hawk Hams come canned too. Already cooked, boneless. So easy to carve. 4 sizes: Large, 9 and 11 lbs. Party, 6¾ lbs. Family, 3¾ and 3¼ lbs. Small, 1½ lbs.

*The most beautiful way
to give rare bourbon.*



"HEAD OF
THE BOURBON FAMILY"

*The Old Grand-Dad Classic Decanter
costs no more than the standard bottle.
It contains the same amount of the
same rare bonded bourbon.*

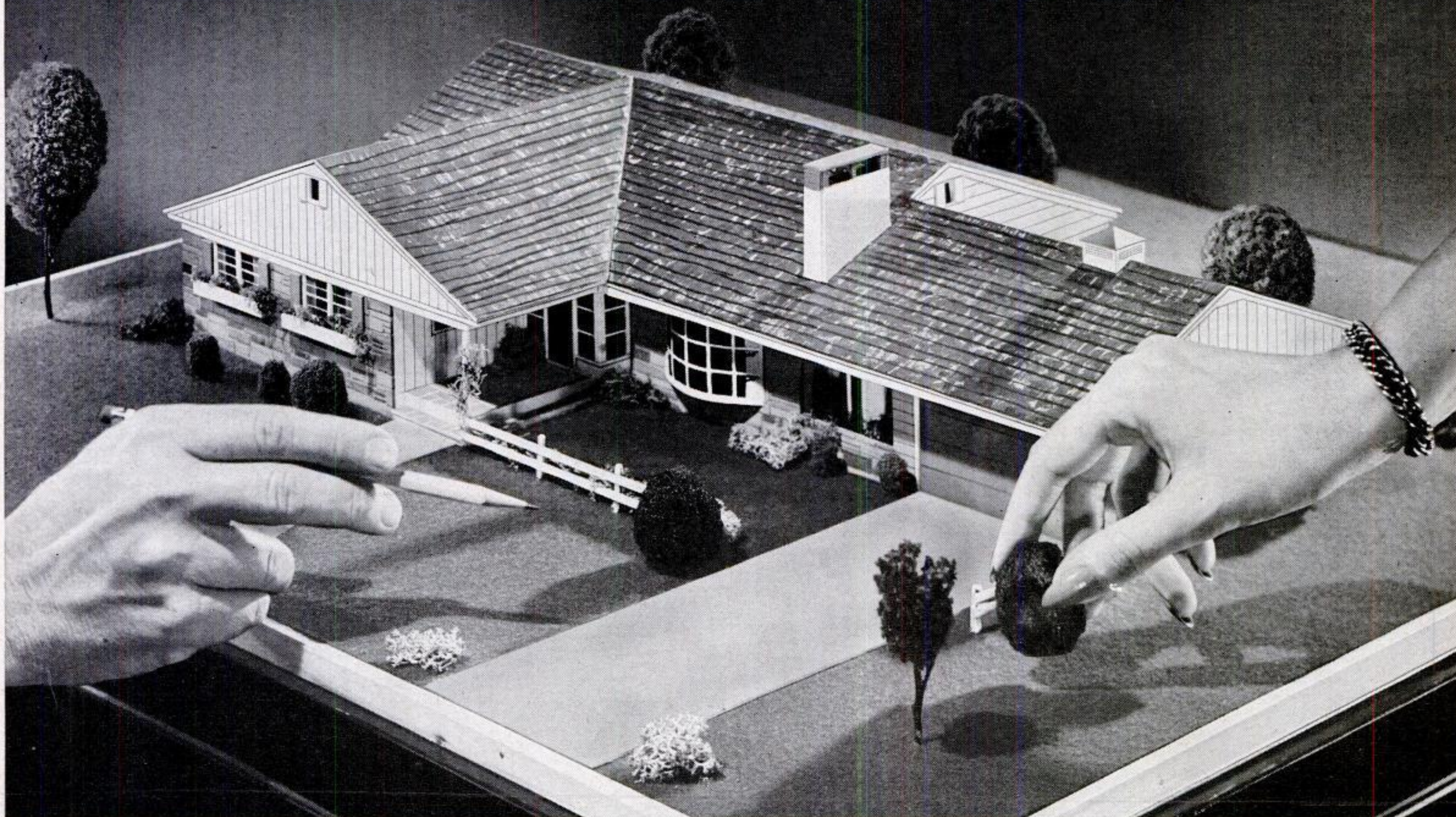


TO BOURBON FANCIERS, you can make no finer gift than rare Old Grand-Dad, in the Classic Decanter. You give the one whiskey they would themselves select, in the most beautiful of all decanters.

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY. • DIV. OF NATIONAL DISTILLERS PRODUCTS CORP.



WILL YOUR NEW HOME BE OBSOLETE ... EVEN BEFORE YOU MOVE IN?



Model of one of 12 most popular homes featured in *Small Homes Guide*, Fall 1955.

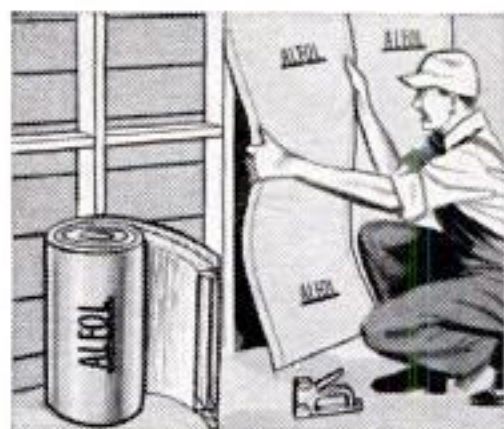
No home now being built can be up-to-date without today's important new dimension in hot-weather comfort—the **built-in "cool feel."** Offered here are suggestions that can mean much to the future value of your property.

Winter comfort alone is no longer enough. Emphasis now, as never before, is on *summer* comfort. New materials, new skills, even revised building standards, make it a *must* in modern homes.

Important as it is today, "cool feel" will be indispensable in the era of low-cost air-conditioning just ahead. Sound, careful planning now can save you countless dollars later. For *built-in coolness* starts with the building plan itself.

There are many things to consider in achieving the "cool feel"—placement of the house, exposure, materials, heat-reflecting insulations, paint, windows and others. Requirements, of course, vary by regions. Architects, builders, financing institutions, and materials makers such as Borg-Warner, all can give you real help.

"Cool feel" can be built into a new home at very little additional cost. Besides giving your family extra summer comfort right from the start, it will assure you a home designed to the future, right and ready for central air-conditioning at *any* time. Getting this vital advantage can be made easier and surer for you by the unique new Borg-Warner products described in the next column. Ask your builder about them... or send the coupon below for more information.



New B-W high-efficiency heat proofing of walls and ceilings!

From Borg-Warner comes a unique aluminum foil insulation. Called **Alfol**, it uses reflection plus "dead air" to produce the most effective summer heat barrier known—as well as protection against winter heat loss. Alfol meets all-season requirements. It is moisture and vermin-proof, fire resistant. Quickly installed in any type of building.

B-W scientific heat proofing of windows!

Easily effected with Borg-Warner's **KoolShade** screening. Narrow bronze strips, woven to a precise angle, deflect 85% of the sun's rays. Blocks insects, but not breeze or vision. KoolShade on sun exposed windows can hold down room temperatures as much as 15 degrees. In air-conditioned homes, it can cut both initial expense and operating costs.

Revolutionary new B-W heating-cooling systems! Developed by Borg-Warner, these systems are helping to bring in the era of year-around air-conditioning.

B-W Hydraline: A new invention... heats or chills water and circulates it through tiny "honeycomb" radiators to give individual room-temperature control.

B-W Airline: Newest in forced-air temperature-conditioning. High efficiency, lowest cost for any size home.

Before you contract for heating or heating-cooling equipment, get the facts on these advanced new systems.

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LETTERS TO THE EDITORS

AMERICA'S ARTS AND SKILLS

Sirs:

For a long time I have been wanting to compliment you on "America's Arts and Skills" ("The Fabulous Frontier," LIFE, Nov. 28). It is another example of the fine standard of journalism LIFE has maintained these many years. I believe your publishing of these articles is something all of you and all of us who read the magazine may be proud of. You have been steadily improving our knowledge of history, philosophy, science and art and at the same time giving us a searching look at the everyday world that pulsates around us.

EGBERT JACOBSON

Chicago, Ill.

Sirs:

A salute for the magnificent job you have been doing with the series on American arts and crafts. At a time when too little attention is paid to the sense of continuity in this young nation's history, LIFE has helpfully exposed our cultural roots.

ROBERT DOWNING

New York, N.Y.

Sirs:

"The Fabulous Frontier" is an example of how history books should look if we hope to capture a youngster's attention.

MRS. MONROE DENNISON

Springfield, Mo.

Sirs:

LIFE errs in attributing the lefthand drive of American automobiles to the Conestoga wagon. All early American cars drove from the right, a heritage of the horse and buggy days, when the driver sat at the right, convenient to the whip-stock, also on the right. In fact some of the earliest cars were nothing but modified buggies in which the whip-stock was retained.

HAWLEY S. SIMPSON

Philadelphia, Pa.

● Most early cars were driven from the right. Henry Ford, however, believed if the wheel were on the left, the right hand could more easily handle the important work of steering while the left hand operated the hand levers. Drivers could also see approaching cars better. Ford put the wheel on the left in his first Model T in 1908. By 1910, the right-hand drive was obsolescent.—ED.

Sirs:

Your picture of Bodie evokes recollections of my first visit in 1916. The natives bragged about the wildness of the town. There were five separate cemeteries. We wandered over the largest just west of town. Almost without exception the headboards showed the deceased to be under 40 years of age. The citizens also bragged that more whisky was hauled into Bodie than any other item. The proudest boast, however, throughout the West was that of the Bad Man who, when he

strode into a strange saloon, proclaimed, "I'm the bad, bad man from Bodie."

LESLIE R. WILSON

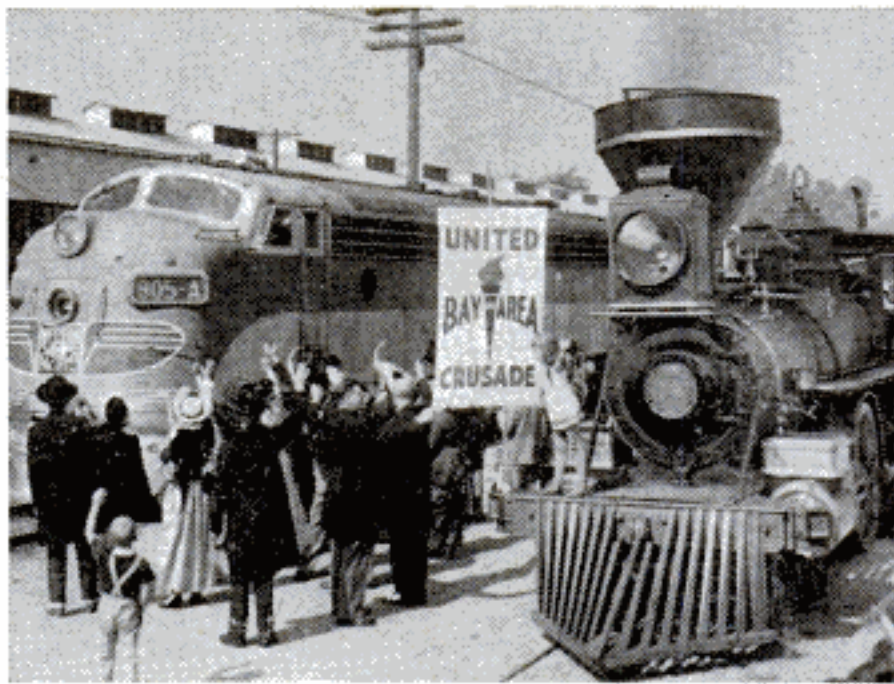
Berkeley, Calif.

Sirs:

Old iron horses never die. The frontier locomotive, Genoa, which you pictured, was puffing smoke as recently as October 13. Taken out of mothballs by the Western Pacific Railroad to publicize the United Bay Area Crusade, it chugged from Oakland to Niles, Calif. on a diet of firewood.

EILEEN MURPHY

Oakland, Calif.



MODERN ZEPHYR AND THE GENOA

Sirs:

I must carp at the spelling of "derringer." The Philadelphia Deringer pistol is one originally made by Gunsmith Henry Deringer, who died in 1868. Throughout his life Deringer was beset by trade infringements on his pistol. Many imitators used two r's in hopes their gun could slip by. Even the dictionary is wrong since it reads: "Derringer: a short-barreled pistol of large caliber named after the inventor."

WILLIAM B. EDWARDS
Guns Magazine

Skokie, Ill.

ADLAI VERSUS STEVENSON

Sirs:

Well done! As a supporter of Adlai E. Stevenson and a registered Democrat, I congratulate you on your excellent article ("It's Adlai Versus Stevenson for Democratic Nomination," LIFE, Nov. 28).

JAMES A. KELLEY

Los Angeles, Calif.

Sirs:

Perhaps only Adlai himself can prevent his nomination. But from there on the American voter will take over. I'm sure the majority want someone in the office of President other than Mr. Stevenson.

NORMAN E. LAUER

Philadelphia, Pa.

EXIT CHRISTMAS PARTIES?

Sirs:

Sincere thanks for your editorial, "Exit Christmas Parties?" (LIFE, Nov. 28). Even those outside the Christian community will agree that the true Christmas spirit doesn't come bottled.

ROGER BURGESS

Washington, D.C.

Sirs:

In connection with "Exit Christmas Parties?" you may be interested to know what our company is doing this year on a similar problem—the practice of corporations printing expensive company Christmas cards and mailing them to a huge mailing list. The funds normally spent on cards are being donated to the relief societies of the Air Force, Navy and Army.

WILLIAM WAGNER
Ryan Aeronautical Company

San Diego, Calif.

AMERICAN CONSERVATISM

Sirs:

I enjoyed your thoughtful editorial on conservatism ("American Conservatism," LIFE, Nov. 28) and very much agree with it. Tendencies to both liberalism and conservatism are present in most people, and one or

the other attitude becomes manifest depending on the national situation or mood. Thus we see the wisdom of our country's founders in allowing for both.

PETER KING, M.D.

Warren, Pa.

Sirs:

While liberalism may be out of office, it shall not be for long. The unique characteristic of our Federal Constitution is that its founders understood that the corollary of liberty was an indefinite future. From that has arisen the truism that in our country every generation brings forth its own liberals whose task it is to free us once again from the patterns of the previous generation's conservatism. Thus we are kept reasonably free from atrophying into doctrinairism.

KARL HAARTZ

Andover, Mass.

CHEERS AT THE CITADEL

Sirs:

Although having the privilege of attending The Citadel only two years, I doubt any graduate was more proud than I to have read your article ("Cheers at The Citadel," LIFE, Nov. 28).

RODGER A. MOORE

Beaufort, S.C.

Sirs:

As an alumnus of The Citadel I thank you for your story. You stated, however, that when General Mark Clark arrived at The Citadel in 1954, the institution had lost some of its luster and morale. General Summerall, who died last year, came to The Citadel in 1930. When he was president, The Citadel reached its greatest enrollment and tripled its plant. General Clark has carried on a great rebuilding program. General Summerall felt that the school should be run at least expense to South Carolina without hurting the institution.

CAPTAIN J. COULSON PHILLIPS

Fort Bragg, N.C.

OGLING A WHITE PYTHON

Sirs:

My wife's comment on the extraordinary white python ("New Yorkers Ogle a White Python," LIFE, Nov. 28): "Boy, would I like to have a pair of shoes and a bag made from that!"

ALLEN LAHTI

Buffalo, N.Y.

Sirs:

Next time you plan a page-and-a-half picture of a snake, kindly print a warning on the previous page.

MRS. MIKE JUHA

Cleveland, Ohio

CAPTIVE CONGREGATION IN JAIL

Sirs:

Your story, "Captive Congregation in a Calaboose" (LIFE, Nov. 28), made me giggle. I spent 10 years—off and on—in a sanatorium and, believe me, when you are flat on your back all sorts of people take advantage. There was one group of people who tramped down the halls, opening doors to private rooms without knocking, and calling out, "Have you found Jesus? Praise the Lord!" The first time that happened I almost jumped out of my skin. On Sundays, most of us hid in the bathrooms until it was safe to come out.

PAT DODGE

Denver, Colo.

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3 happy Christmas Ideas

by **WESTERN UNION**

Gay as sleigh bells... jolly as holly... that's Christmas telegrams. They're as thrilling to receive as they are fun to send, and absolutely ideal for sending your personal message of good cheer to loved ones, near and far.

Greetings by telegram provide that "extra touch" of thoughtfulness that means so much at Christmas time. The beautiful blanks, plus the message in your own words, are sure to make your greeting stand out from all the rest.

They're so easy to send, too... because now you can charge telegrams, wherever you are. Just phone or visit Western Union, give us your messages, and say "Charge it." You'll be billed later.

THIS BRIGHTLY DECORATED HOLIDAY TELEGRAM makes a beautiful Christmas greeting... a thoughtful way to express your sentiments *in your own words*. No matter what other kind of greetings you send, be sure to send this very special one to the special people on your list. They'll love receiving a *personal* greeting from you.



A GIFT MONEY ORDER BY WIRE (with your message right on the blank) is a present you can be sure will be appreciated. It's a perfect answer to your gift problems, because there's never any question about "size", "color", or "style." And people like the idea of using the money for something they've really got their hearts set on.



SMALL FRY LOVE TO GET SANTAGRAMS, the special Christmas telegram datelined "North Pole" and signed by Santa himself. Imagine how a child would be thrilled by a wire reading "I hear you've been good, so I'll be at your house Christmas Eve with lots of nice presents — Santa Claus."

On any Occasion
**it's wise
to wire**

WESTERN UNION



Handsome Holiday Gift

GLENMORE

Kentucky Straight Bourbon
in the Holiday Gift Decanter

Here's a handsome gift selection for your friends and business associates: the attractive Glenmore Holiday Decanter — at no extra cost — with a graceful beauty that speaks eloquently of your good taste!

And what wonderful Kentucky Straight Bourbon inside! It's the same famous Glenmore also sold in the regular bottle...full Kentucky *Sour-mash* flavor plus a delightful lightness of quality. Buy several for gifts, and get at least one for your own home.



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SOOTHE AWAY Sore Throat Pain AND Coughs of Colds

New "medicating-penetrating" throat lozenges, with remarkable Cetamium, work 3 ways to bring comfort:

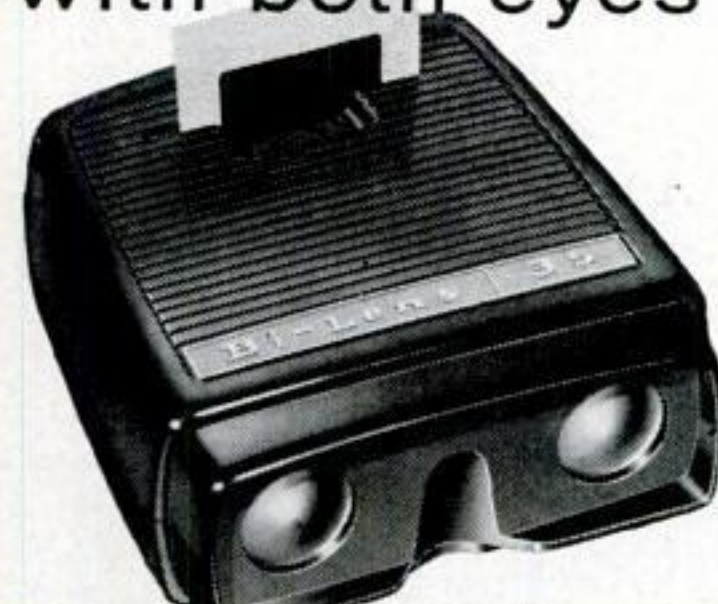
- 1 ANTIBACTERIAL—kills over 90% of trouble-causing throat germs on contact.
- 2 ANESTHETIC—relieves sore throat of colds.
- 3 EXPECTORANT—eases deeper coughs, congestion of colds.



When your nose feels stuffy...



Now view your slides
slides
NATURALLY
with both eyes



Bi-Lens 35
single slide viewer

See your 35mm and 828 slides—as never before!—with new Bi-Lens "35". Two-lens precision viewing eliminates eye-strain, distortion and disturbing objects. You see only the picture... in new depth and detail, big 5x magnification. A thrilling new way to view slides.

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This is the adult story
of Cary Scott, who wanted love,
but was afraid of it...
afraid of her children's
scorn and the names her
friends would call her...
afraid of her own
surging passions...yet
powerless to resist them!

This is the tender story
of two people who wanted
all of each other that
Heaven would allow!

This is the great story
that reunites those
magnificent stars of
"MAGNIFICENT OBSESSION"



Universal-International presents

JANE WYMAN ROCK HUDSON

All that
Heaven Allows



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Directed by DOUGLAS SIRK Screenplay by PEG FENWICK Produced by ROSS HUNTER

COMING SOON TO YOUR FAVORITE THEATRE

SPEAKING OF PICTURES



BETTINA'S FIRST CHANCE came in 1945. When model overslept she showed a Costet dress.



ON WAY UP she modeled for Jacques Fath (center) who designed many clothes with her in mind.



WITH PICASSO Bettina looked boyish wearing a Picasso print blouse for a story in LIFE (Nov. 14).



IN ELEGANT SATIN at Givenchy's Bettina waits to show evening dress. As a model and publicity

director, she helped make Givenchy a top fashion house. She also designed her own line of sweaters.



ON DATE WITH ALY early in October, Bettina showed up at Le Tremblay race track near Paris. Aly rode in "gentleman jockey" race, came in second.

A Famous Model in New Poses

BETTINA IS NOW SEEN WITH THE ALY

For years Simone Bodin was one of the most attractive and widely photographed women in Europe. As Bettina, the most successful fashion model of Paris, she wore the most beautiful and expensive clothing that the world of high fashion can create. She had the gift of emphasizing the clothes she wore and of looking strikingly different in different outfits. Unlike many Parisian mannequins, who can show off clothes in a salon but do not photograph well, Bettina has a figure which enhances a couturier's collections and the ability to take natural poses for the camera.

Suddenly this fall, Bettina and her pictures disappeared from their accustomed haunts in the fashion world. They emerged with Bettina in a new role. She is now the latest girl of Aly Khan, the ex-husband of Rita Hayworth, for whose company she has given up modeling. As his companion at races and at resorts, she has become a favorite subject for gossip columnists while remaining a favorite subject for photographers.



AT THE RACES at Longchamp, Aly and Bettina appeared hand in hand on the way up to Aly's box. Aly had her dated solidly the whole first week of October.



TELEPHOTO SHOT taken by French photographer shows Aly and Bettina on Cannes tennis court.

OUT WITH YASMIN (right), Rita Hayworth's daughter, Aly and Bettina went to circus in Paris.





CAROL-PLAYING MINSTRELS ON CROWDED STREET FLOOR OF STIX, BAER AND FULLER IN ST. LOUIS HELP SOOTHE THE SHOPPERS AS THEY WAIT FOR SERVICE

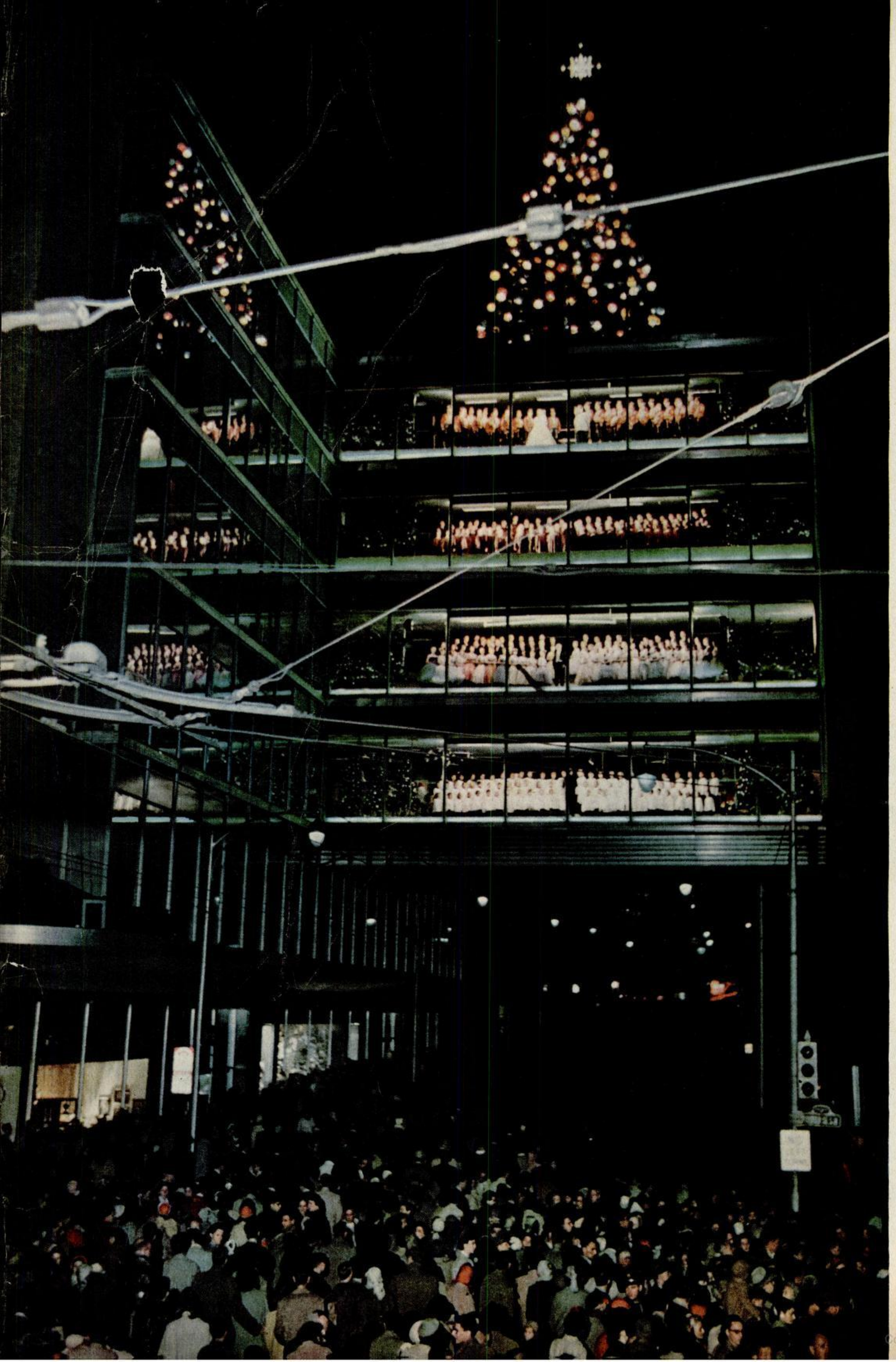
AMID SOFT CAROLS, LOUD CASH REGISTERS A \$6 BILLION CHRISTMAS

In Dallas last week an oilman out Christmas shopping spent \$80,000 in Neiman-Marcus in one day. In half a dozen cities fond parents were spending \$100 on toy suits of armor (*see cover*). And in New York, F.A.O. Schwarz, which had somewhat hesitantly stocked up on \$375 toy industrial plants, was all out of them by the first week in December.

All over the country the brashest, biggest holiday buying rampage in history was speeding to the frenzy of Christmas week. During the first Christmas shopping week, department store sales had increased over 1954's by 26% in Pittsburgh, 21% in Detroit, 15% in Memphis, 25% in Salt Lake City. With crowds in their present mood, Christmas buying is expected to exceed \$6 billion, 8% more than last year when all previous records were broken. In all this the natural Christmas spirit was goaded by unprecedented promotion and ballyhoo. Christmas lights and decorations are more costly than ever before. Almost every town ushered in the

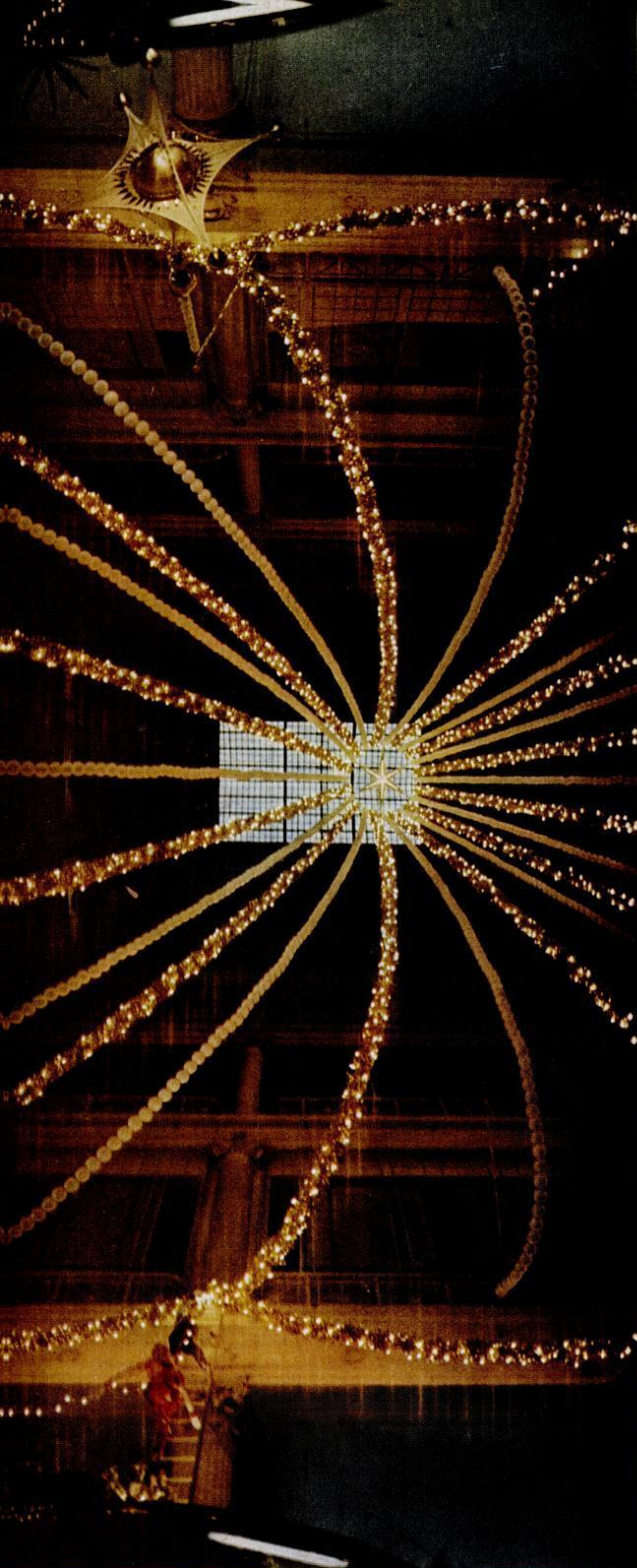
season with a bigger than ever parade, and Santa arrived in various cities by helicopter, flat car, fire engine and barge. Streets and stores are loud with Christmas music, but the soft sound of the carols is almost lost in the loud noise of the cash registers.

From specialty shops to dime stores, the season's surprise is in the fact that while bargains are selling at an expected clip, the stores' more expensive merchandise is doubling its usual volume. Handbags at \$40 outsell handbags at \$20; \$135 housecoats are more popular gift items than \$75 housecoats; three-slice toasters, which cost \$10 more, outsell two-slice toasters. Other staples took on fantastic guises—solid-gold belts for men at \$30 an inch, bed sheets and pillowcases at \$2,000 a set. The old-fashioned idea that it is the thought not the gift that counts has diminishing influence with this season's shopper. Stores report that they less and less often hear from gift buyers, "Please take off the price tag."



HOLIDAY BUYING CONTINUED

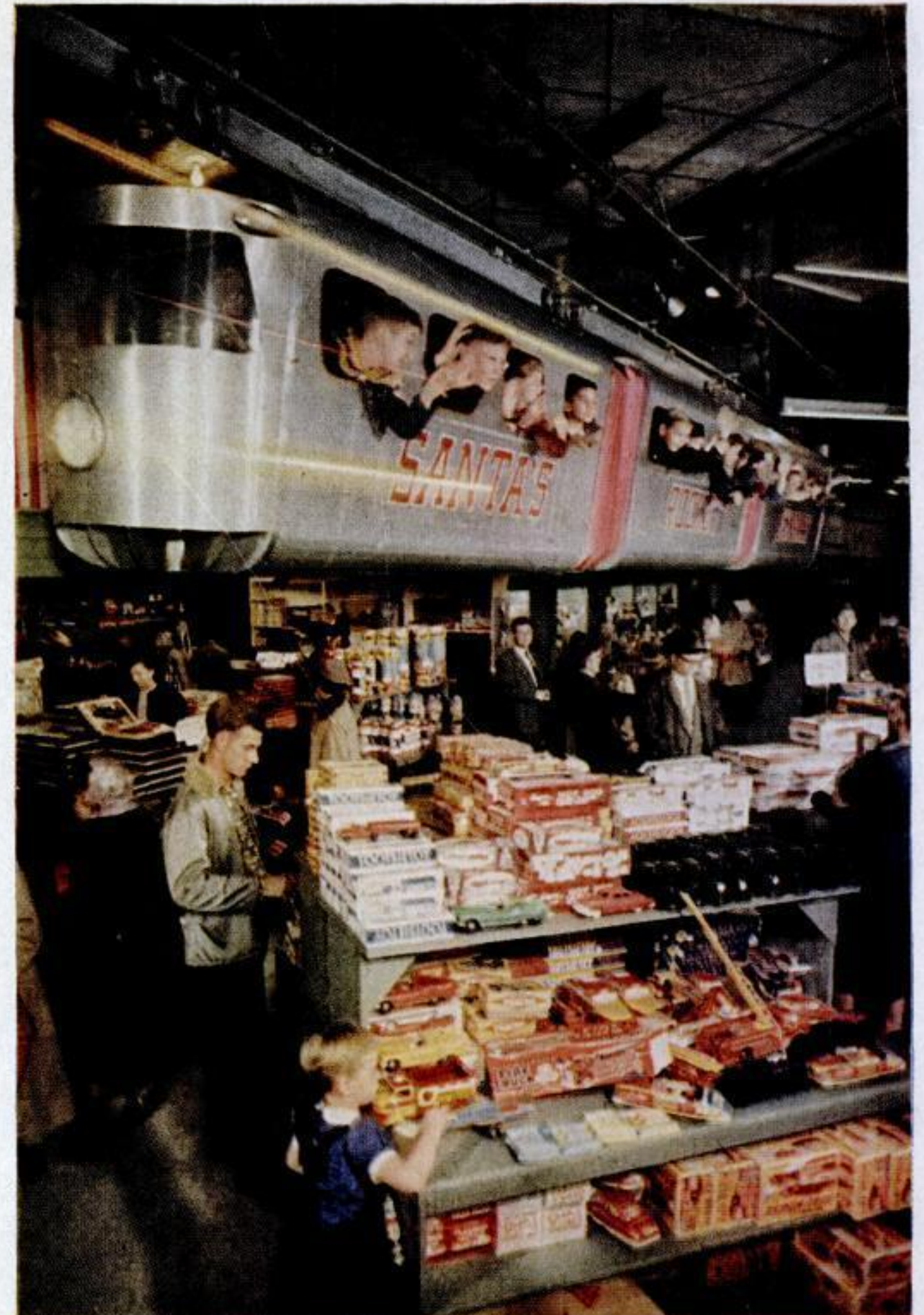
LAVISH PARADES,



DAZZLING FESTOONS, 70 feet high, in Chicago's Marshall Field have 1,800 feet of metallic garlanding, 6,750 bulbs. In foreground, mannequin climbs ladder.



SANTA CLAUS ON AN 85-FOOT FLOAT ENTERS SILVER SPRING, MD. DRIVEN

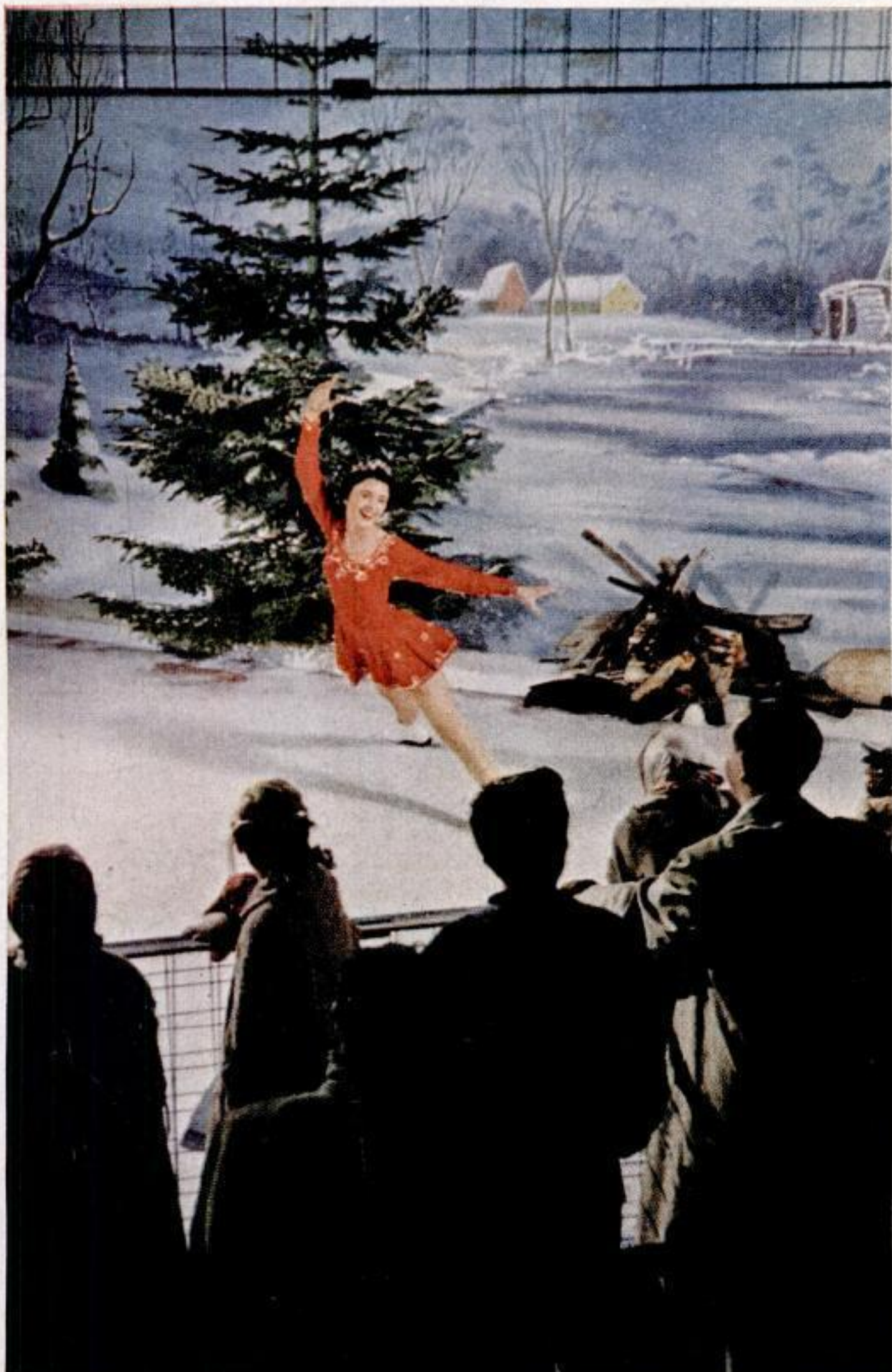


ROCKET EXPRESS bulging with children who pay 10¢ circles above toys at Herpolsheimer's, Grand Rapids, Mich., where sales are 11% ahead of last year.

BIG DISPLAYS AS SPUR TO SPENDING



TWO MILES THROUGH TOWN, ACCOMPANIED BY SCHOOL BANDS AND CHEERED BY CHILDREN, HE STARTED AN UNPRECEDENTED STAMPEDE TO THE STORES



GLITTER GIFTS at Helen Cole in New York cost \$30 for silvered tree (right foreground), \$50 for the Santa (center), \$150 for tree on the table at the back.

LIVE SKATER in corner window of Frederick and Nelson's, Seattle, Wash. glides in a wintry setting. Ice rink and display cost \$9,000.

CONTINUED

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HOLIDAY BUYING CONTINUED

MILLIONS IN GEMS, FUR



FUR-DEEP IN DIAMONDS, big tiger in Neiman-Marcus, Houston is festooned with \$1 million in Christmas jewels. Best suggestion for an oilman is the \$400,000 diamond between the tiger's eyes.

ANKLE-DEEP IN FUR, models in Neiman-Marcus in Dallas stroll among the million dollars' worth of mink, sable, ermine, raccoon and broadtail coats which the store estimates it will sell at Christmas.





BEJWELED TREE at I. Magnin, Los Angeles, guarded day and night by four Pinkerton men, is draped the length of its velvet, eight-foot trunk with \$1.5 million worth of precious baubles. Gift suggestions include ruby rings, diamond bracelets, sapphire pins and a diamond crown at the crest for \$150,000.



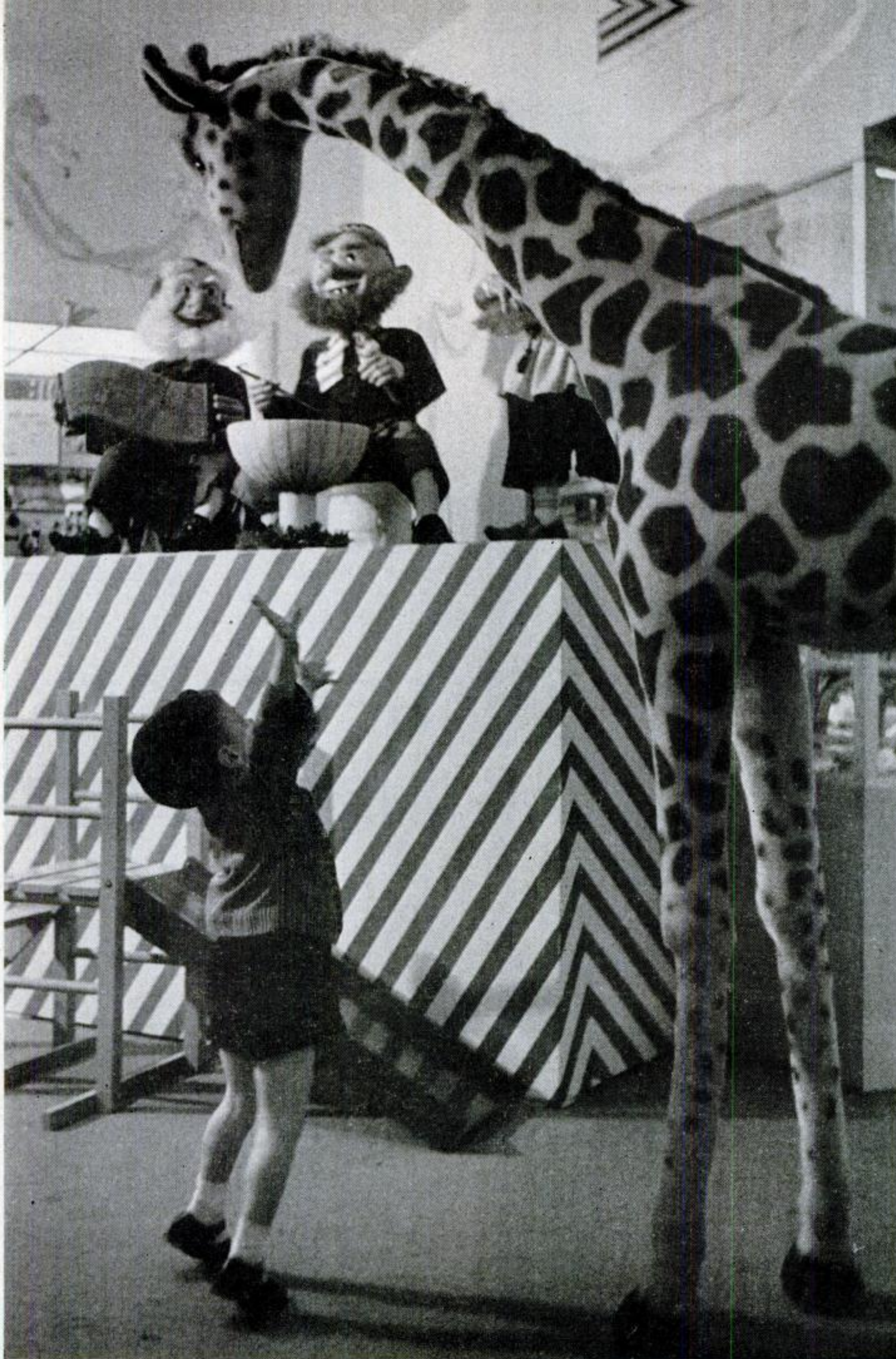
ODD BANGLES costing from \$2,112 to \$7,480 and called "medium-priced" jewelry are shown in many New York stores. The parrot, house and diamond rose are from Raymond Yard. The flamingo is from Black, Starr & Gorham. The reindeer pearl clip (*bottom*), turquoise heart clip and seahorse are from Verdura.

CONTINUED



BOWING SANTA CLAUSES operated by electricity in Beistel's Beverly Hills flower shop cost from \$155 to \$285 and enchant the children of customers. Sales

of these Santas and of a special white and purple orchid flower arrangement costing \$325 help account for the 50% increase in the store's business this Christmas.



\$250 GIRAFFE, nine feet tall, attracts small boy in I. Magnin's, San Francisco, where toys this year

are highest priced on record. Left are electric musicians, a drummer, violinist, accordionist, each \$400.



\$1,000 DOLL in lace dress in John Wanamaker, Westchester, lures little girl who eyes it in showcase.



\$299 BEAR, six feet tall, dwarfs child who caresses it in R. H. Macy's Rich Uncle shop for costly toys.



\$1,000 ROUND BED, made to order and measuring 7½ feet, is tested by customer who considers buying it as Christmas present at Lewis & Conger, New York.



\$10,000 CAR, Continental Mark II, all wrapped up in cellophane and tied with an enormous satin bow, is suggested as a Christmas gift by Mezey Motors, New York.



GRIM-FACED CROWD AT NOON SHOPPING HOUR IN HERALD SQUARE, NEW YORK, CHURNS TOWARD MACY'S

HOLIDAY BUYING CONTINUED



CHECKOUT GIRL at toy counter in Boston Store, Milwaukee, discovers two hands are not enough, holds sales slip in mouth while wrapping bundle.

SET FACES, TIRED FEET

With U.S. employment at an all-time high, stores have had a tough time hiring temporary salespeople for Christmas. In New York, R. H. Macy advertised in *Variety* for show people between engagements to sell toys and gifts, and managed to hire 150 actors, singers, acrobats. Denser crowds and fewer people to wait on them have made this season's shopping more harrowing and time consuming than usual. Night and Sunday shopping have increased and children dragged on these safaris tend even more than usual to fall asleep or get lost.

Suburban stores and roadside stores set up especially for Christmas selling are prospering beyond expectation because of clogged Main Streets and downtown parking difficulties. One prominent foot doctor estimates that \$1 million worth of foot treatments will have been paid for by shoppers and salespeople before Dec. 25.



WEARY CHILD, lost in seasonal shuffle, searches for mother in Thrift City in Rockaway, N.J., a thriving shopping center open seven days a week.



FOOTSORE SHOPPERS fill the telephone booths at Gimbels, New York, between tiring bouts with the pre-Christmas daily crush of 200,000 customers.



TOTING PACKAGES on a Sunday shopping tour at Two Guys from Harrison, a store in Little Falls, N.J., a husband is buried behind wife's purchases.





A FAMILY'S WHO'S WHO ON 90th BIRTHDAY

Surrounded by his wife and five daughters, Composer Jean Sibelius celebrated his 90th birthday near Helsinki, Finland. Although Sibelius spent the day quietly, gifts of cigars and claret, his favorites, poured in, together with hundreds of congratulatory telegrams. As a special tribute to him, his symphonies were played in concert halls throughout the world.

U.S. LABOR'S WHO'S WHO → AT TIME OF MERGER

In New York the president and secretary-treasurer of the newly merged A.F.L.-C.I.O. sat for a portrait with the 27 vice presidents. Besides providing a visible Who's Who in American labor the picture showed labor's new unity. The founding convention produced heartening signs that the leaders were determined to end racism, raiding and racketeering (*see Editorial*).



JOSEPH D. KEENAN
Electrical Workers

O. A. KNIGHT
Oil Workers

A. PHILIP RANDOLPH
Sleeping Car Porters

MAURICE A. HUTCHESON
Carpenters

HARRY C. BATES
Bricklayers

JAMES C. PETRILLO
Musicians



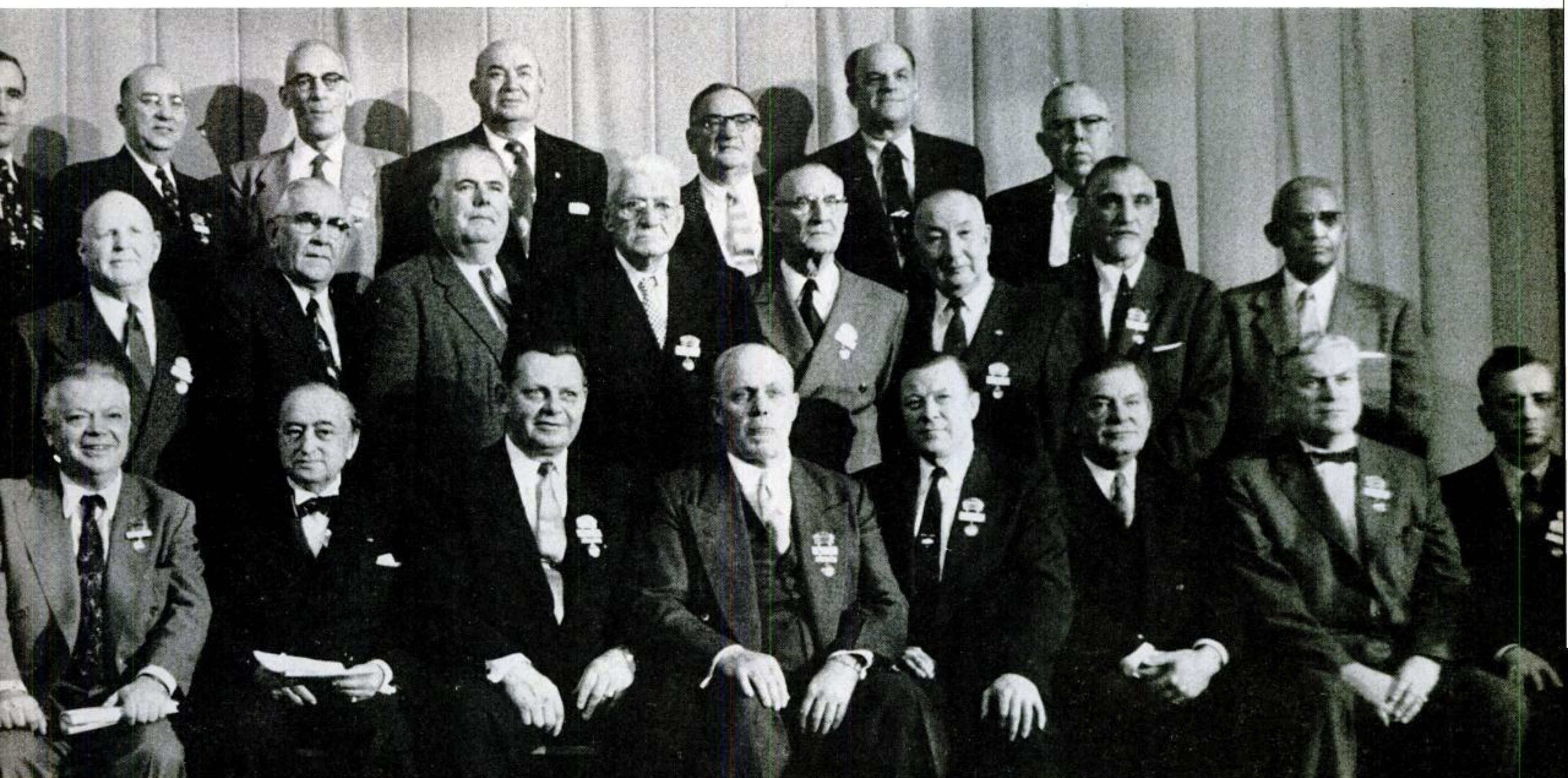
UNEXPECTED PROTEST ON HIGH FARES

Jostling trolleys and breaking bus windows, a mob in Montreal unexpectedly vented their wrath against a new rise in transit fares. Started by students, the riot was soon fanned by hoodlums who wrecked 172 streetcars and 75 buses. Although police arrested over 100 rioters, feeling still ran high against the fare rise.

KIBITZING, VIA TV, → ON MURDER TRIAL

For the first time in history, television cameras last week invaded a courtroom to make a live broadcast of a murder trial. In Waco, Texas, while a half-million people in the area tuned in, the TV cameramen focused on the testimony which convicted contractor Harry L. Washburn of brutally killing his ex-mother-in-law.

AT THE WORLD'S WEEK



JOSEPH BEIRNE Communications	RICHARD F. WALSH Stage, Movie, Operators	L. S. BUCKMASTER Rubber Workers	HERMAN WINTER Bakers	EMIL RIEVE Textile Workers	JOSEPH CURRAN Maritime	WILLIAM C. BIRTHRIGHT Barbers	
DAVE BECK Teamsters	AL J. HAYES Machinists	WILLIAM C. DOHERTY Letter Carriers	C. J. MacGOWAN Boiler Makers	W. L. McFETRIDGE Building Service Employees	A. L. SPRADLING Street Railway Workers	JACOB POTOFSKY Clothing Workers	W. S. TOWNSEND Transport Workers
DAVID DUBINSKY Ladies Garment Workers	MATTHEW WOLL Engravers	WILLIAM F. SCHNITZLER Secretary-Treasurer	GEORGE MEANY President	WALTER REUTHER Auto Workers	GEORGE M. HARRISON Railway Clerks	DAVID J. McDONALD Steelworkers	JAMES B. CAREY Electrical, Radio Workers





IN A PAGODA BARGE WHOSE PROW IS FORMED BY BIRDLIKE HEAD WITH A SCALED NECK, BULGING EYES AND BEAK CARRYING A BRIGHT RED BALL, THE RED CANOEISTS DRIVE CRAFT ALONG BY WINDING THEIR LEGS AROUND PADDLES AND KICKING. THIS BOAT



POMPADOURED PRETTY, Burmese girl rests on curb while waiting for Russians at Rangoon city hall.



JEWEL-BEDECKED CO-EDS from Rangoon University turned out to greet guests, wait at airport.





LEADERS ARE TOWED ACROSS INLE LAKE BY LONG CANOES, MANNED BY 800 LEG-ROWERS, TO THE MIDDLE OF THE LAKE WHERE THE REGATTA WAS STAGED

WON "BULGANIN CUP," NAMED FOR RED PREMIER



WARM WELCOME, GRIM RESPONSE

Dropping mask of mildness, Soviet bosses preach hate in Burma

After India, Bulganin and Khrushchev came to Burma, and the Burmese, trying to make the Russian leaders' visit pleasant, entertained them with a ride on a barge and sights of pretty girls. The guests at first showed their folksy side. But then they dropped their masks and indulged in the most savage anti-West speeches they have yet made since Geneva.

Furiously Nikita Khrushchev railed at "stupid French," "stupid Americans," at the British who had "sat on [Burma's] neck and robbed [her]." Reaching back into history to find hatred, he dredged up British participation in the Crimean War (1854-56). With contemptuous

disregard for fact, he accused the Allies of having encouraged Hitler to attack the U.S.S.R. and wound up by accusing the West of arming West Germany for a new war. While he was at it, Khrushchev also managed to insult his Burmese hosts. Touring a Buddhist shrine specially built on orders of Burmese Prime Minister U Nu, Khrushchev observed, "The roof leaks."

Between tirades, the Russians signed an economic agreement helpful to Burma. But among top Burmese, appreciation was tempered by the Russians' behavior—and by the fact that for over seven years Communist guerrillas have been fighting the Burmese government.



GENIAL, Bulganin, U Nu and Khrushchev drink a toast together during lawn party at Rangoon palace.



GLOWERING, Khrushchev roars at Rangoon University students that Communism will win world.

IS 'BIG LABOR' GOOD OR BAD?

BENEFITS OF THE MERGER MAY OUTWEIGH POTENTIAL DANGERS

BRUXING MUST STAY!

Americans, who are always congratulating themselves on a constantly rising rate of everything, may be interested to know that there has been a very marked increase, in recent years, in bruxing. As every prosthodontist knows, bruxing consists of gnashing the teeth. Dr. Thomas E. J. Shanahan of Brooklyn reports it is getting so common that it is a frequent cause of tooth damage. To avoid it he recommends letting the jaw hang slack between meals.

Possibly Dr. Shanahan is mistaking a purely Brooklyn syndrome for a national one, but we're inclined to think bruxing is probably on the increase everywhere, and for very good reason. What all the "be happy" boys overlook is that where there is genuine cause for blowing one's top, not to do so may be unhealthy, even dangerous. There are plenty of things besides the H-bomb to cause justified wrath—Khrushchev's ill-will tour, the belligerent Egyptians and Israelis, the income tax, crowded schools and the high cost of everything—but when you can't do anything about them, bruxing may be a perfectly natural response.

Bruxing may be bad, but bruxing is basic. It has been our observation that babies tend to brux as soon as they have a pair of matching gnashers. Oldsters go on gnashing as long as they are physically able, and even those with false teeth do a good deal of synthetic bruxing. It is a self-preservation reflex, which originally prevented man from biting off his tongue during combat, as well as preventing his antagonist from doing so. Moreover, men cannot preserve that strong-jawed, Fearless Fosdick look so much admired in the ads if, as Dr. Shanahan suggests, he let his jaw hang slack between meals (or during meals either, for that matter). We intend to face the whole problem with a taut jaw, a stiff lip and—until things get a lot better in the world than they are—go right on bruxing our teeth twice or more a day, letting them fall where they will.

Not everybody thinks it is a good thing to have labor united in one big organization. For instance, hot-tempered Mike Quill tried in vain to keep his transport workers out of the newly merged A.F.L.-C.I.O., charging that it gave license to "raiding, racketeering and racial discrimination." Yet one might use the same words as reasons to applaud the merger. The new charter creates a no-raiding agreement which should lessen jurisdictional disputes, a terrible plague to industry and labor. It gives the central federation (pp. 24, 25) greater powers than the old A.F. of L. possessed to investigate and punish racketeering. And while certain unions still discriminate against Negroes, both President George Meany and his chief deputy Walter Reuther are determined to wipe this out. All of these are gains for labor and for all of us.

There may be some potential dangers in a united labor movement, too. Some fear that Big Labor will one day form its own party and attempt to capture government. Others fear a union "monopoly" of the work force, still others that a combine of Big Labor and Big Business will rook the public. Well, let's look at these so-called dangers.

Politics. In Michigan labor has won the state government and elected a senator. Undoubtedly Reuther, its leader, is a man of vaulting ambitions who might try the same thing on a larger scale. However, all past experience indicates that no one can control a labor vote (witness the recent defeat in Ohio of labor's supplemental unemployment pay plan). In the future as in the past labor is likely to exert tremendous influence through the Democratic party, but it does not yet, nor is it ever likely to, control that party. No practical politician believes that labor will, or can, start its own party. Americans do not like to regard themselves as frozen into any particular class.

Monopoly. Despite labor's 20-year growth from 3.5 million members to 17 million, unions have not been able to organize more than one third of U.S. wage and salary workers. Their number grows as the work force grows, but the union percentage of the total has even slipped a bit, indicating a plateau has been reached. A major reason is that the remaining unorganized two thirds of the work force is either in small plants, which are difficult to organize, or else belongs to the white-collar category which does not identify itself with labor. Some unions undoubtedly will expand, in expanding industries like chemicals, but others also will be declining. The prospect of any union monopoly on the work force, therefore, seems slight.

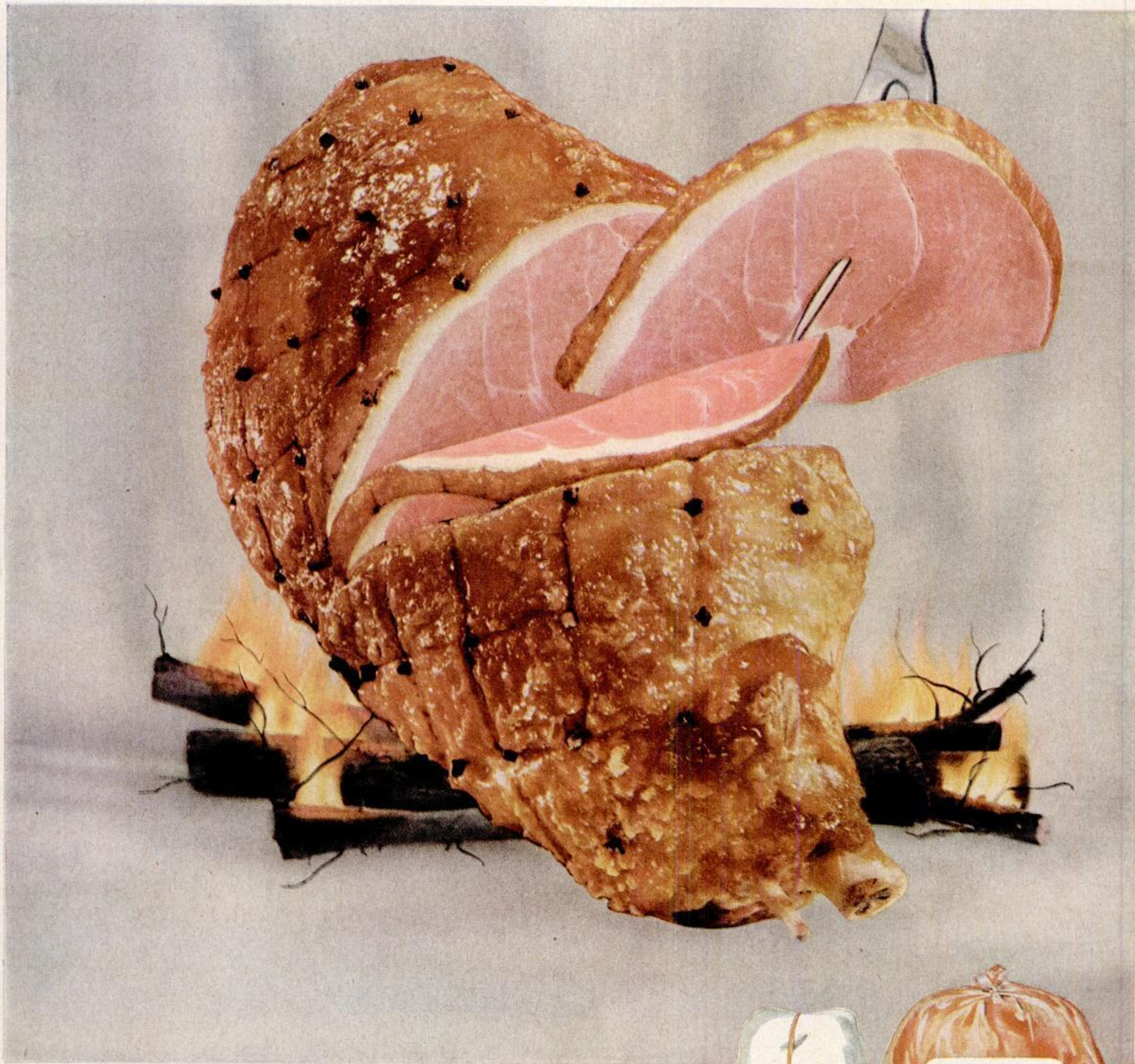
Combination. The postwar decade has seen a continuous spiral of wage boosts followed by price boosts. Nevertheless, the

demonstrated ability of Big Labor and Big Business to hold friction to a minimum has brought about an atmosphere of cooperation which keeps productivity rising. Economists question whether unions, for all their gains (as in pensions, health benefits, minimum wage laws, etc.), exercise any genuine control of *real* wages. Those are determined by an industry's state of health. If an industry is depressed, so is its take-home pay, regardless of the wage rates. And if take-home is boosted in a declining industry, the number employed diminishes. So far, the higher-wage, higher-price structure has had a sound basis in rising *real* wages based on higher productivity, culminating, in 1955, in the most prosperous year in our history.

In sum, we see no solid reasons to be afraid of U.S. labor. It seems likely that, whatever political adventures labor may undertake in coming years, its greatest gains will continue to be made in the economic area where its continued cooperation with management keeps productivity rising.

The big thing that both labor and management need to learn is that while each goes on using out-worn, emotion-charged symbols ("exploiter," "Marxist," etc.) the real character of their differences has changed altogether, just as the shape of the whole economy has changed in 20 years. About the only "class" issue in 1954's congressional session was whether workers should have a \$100 tax cut or stockholders a \$50 dividend credit—hardly a fearful class struggle. There is no class struggle in America in spite of Adlai Stevenson's back-handed "let's you and him fight" attempt to discover one in his speech to the new federation.

The fact is that labor and management are far closer together than either seems to realize. It is symptomatic that the new organization's charter strikes out all references to the class struggle that were in the old A.F. of L. preamble. It is significant also that at last week's N.A.M. convention guest George Meany and host Charles Sligh, N.A.M. chairman, lost their tempers in an argument which revolved mainly around emotional symbols. Actually, Sligh has never had a strike in his four plants, and Meany has never led one anywhere. Before they lost their tempers, Meany had, however, pointed out the important truths—that both sides believe in the profit system and management's right to manage, and that both oppose government control and world Communism. For all this agreement on major objectives, it is a healthy thing for management and labor to continue to be watchdogs, one of the other. But both have a greater obligation: to keep productivity and real wages rising and business profitable and expanding.

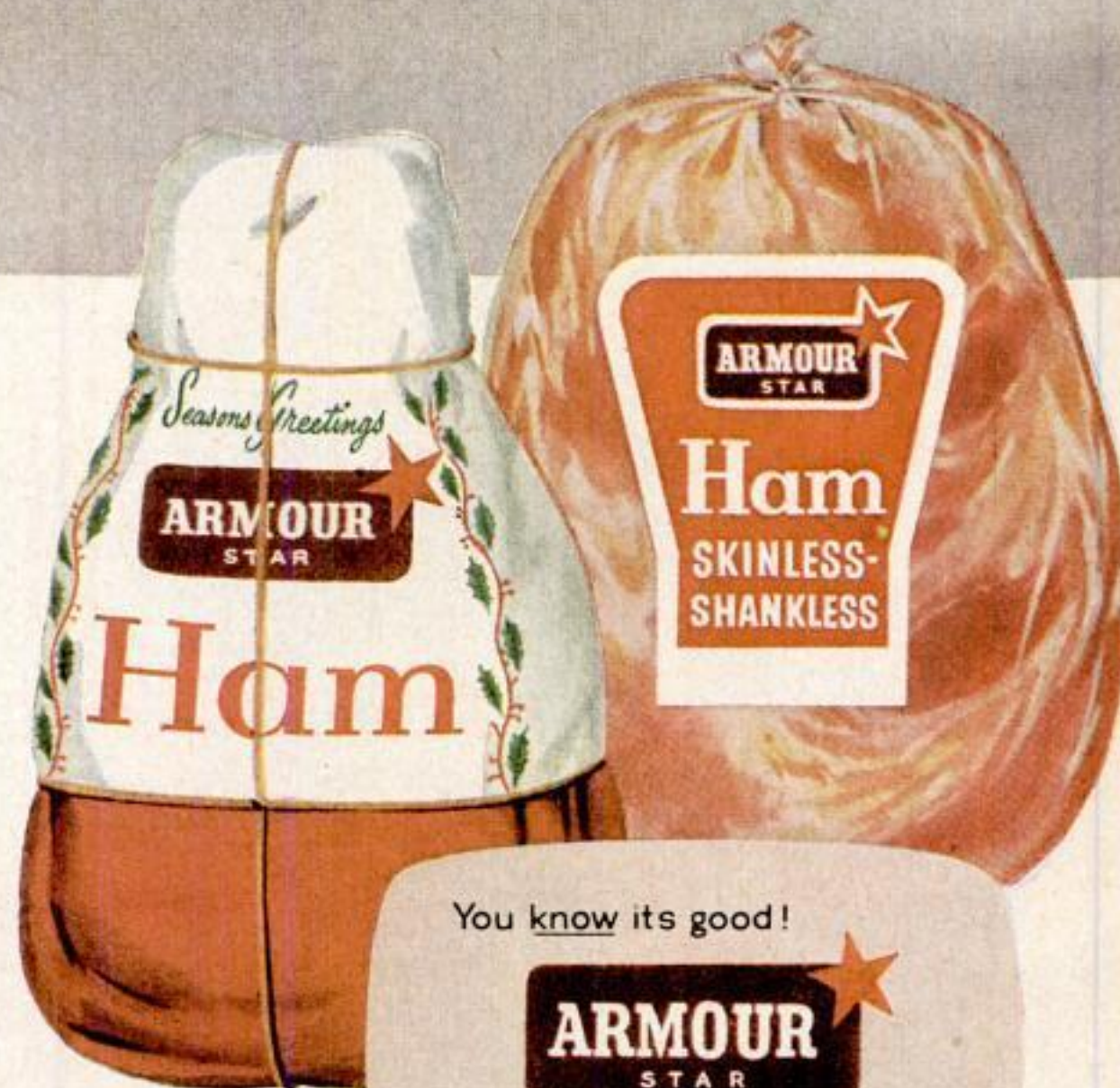


Remember "hickory" in the season of holly



All kinds of good things are hidden in this elegant ham . . . the choicest meat that Armour produces, flavor that can only come from the most expert curing, texture so tender it makes a knife superfluous. And, while you can't see them, wisps of hickory smoke are curled up in every delicious slice. The name of this gourmet's delight is Armour Star Ham. Nothing could be more appropriate during the festive Christmas season. Ask for it today.

**Armour Star Ham is smoked
over fragrant hickory wood!**



You know its good!



The Armour Star label is one of the world's great guarantees.

at working wonders



1956 Chevrolet Bel Air Beauville

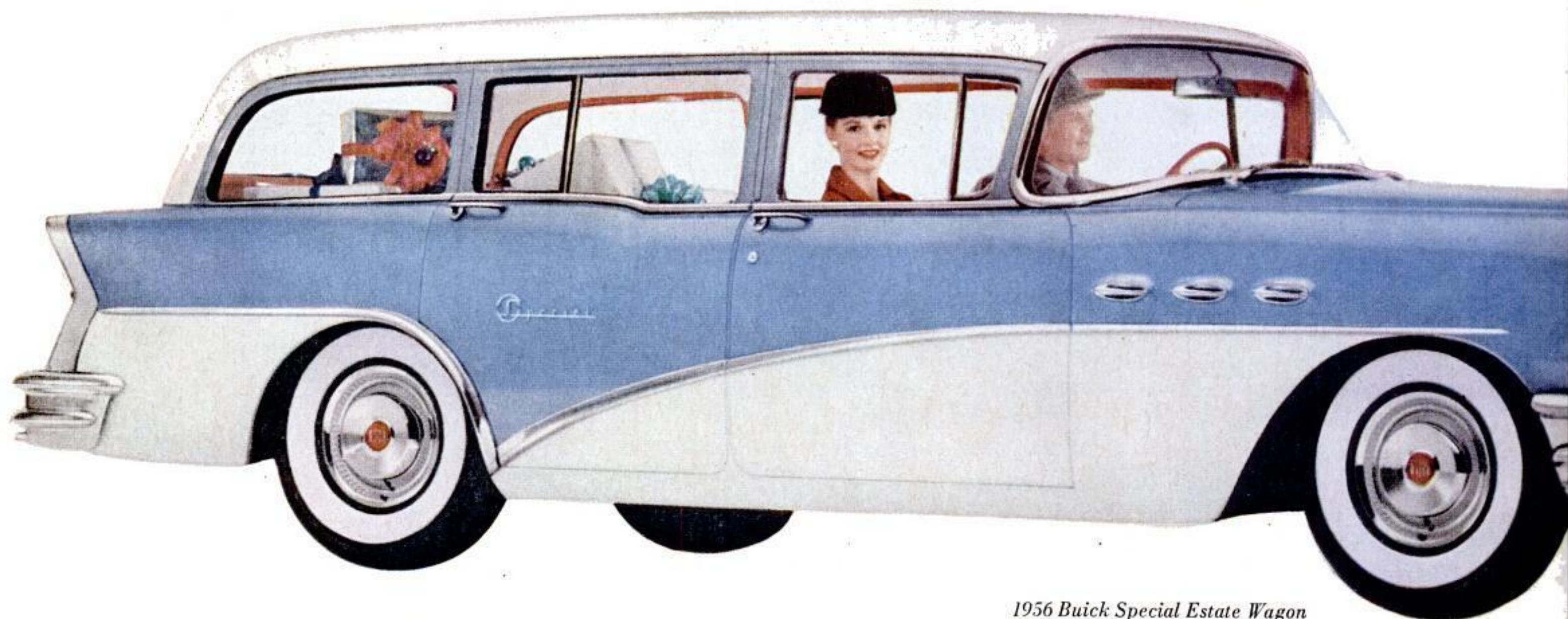
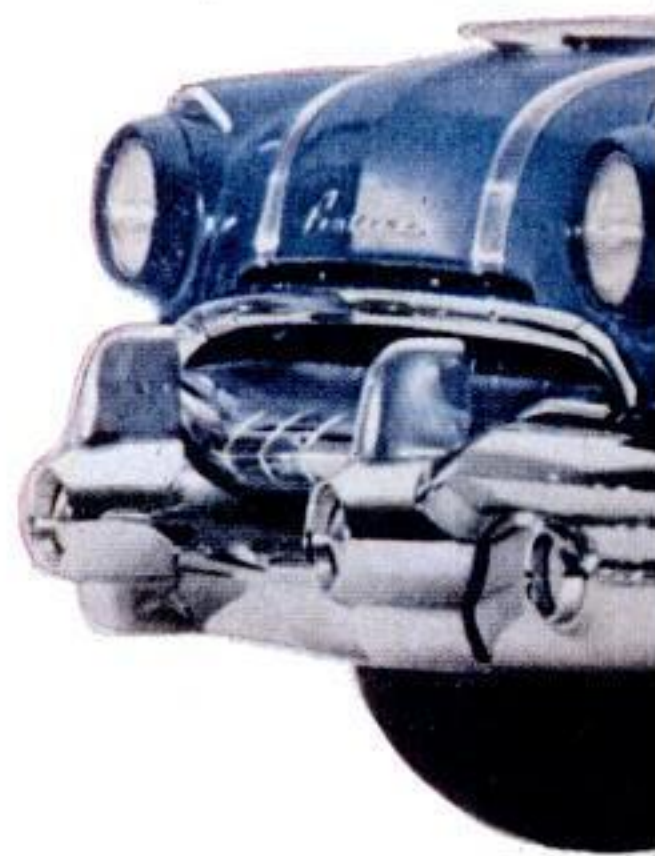
OUR General Motors designers—as these pictures show—have just about revolutionized the appearance of that popular family car-of-all-work—the station wagon.

And they've done so without losing any of its practical features. Its roominess. Its ruggedness. Its adaptability as a family carryall for everything from crates to cats, groceries to Great Danes.

So now you can enjoy all these benefits—of such

particular importance to suburban family life—and at the same time possess a car second to none in styling beauty—from panoramic windshield to wider-vision rear window.

Yes—as your dealer will be delighted to demonstrate—in station wagons, as in 4-door hardtops and all the other General Motors style leaders for '56 — your key to greater value is the key to a General Motors car.

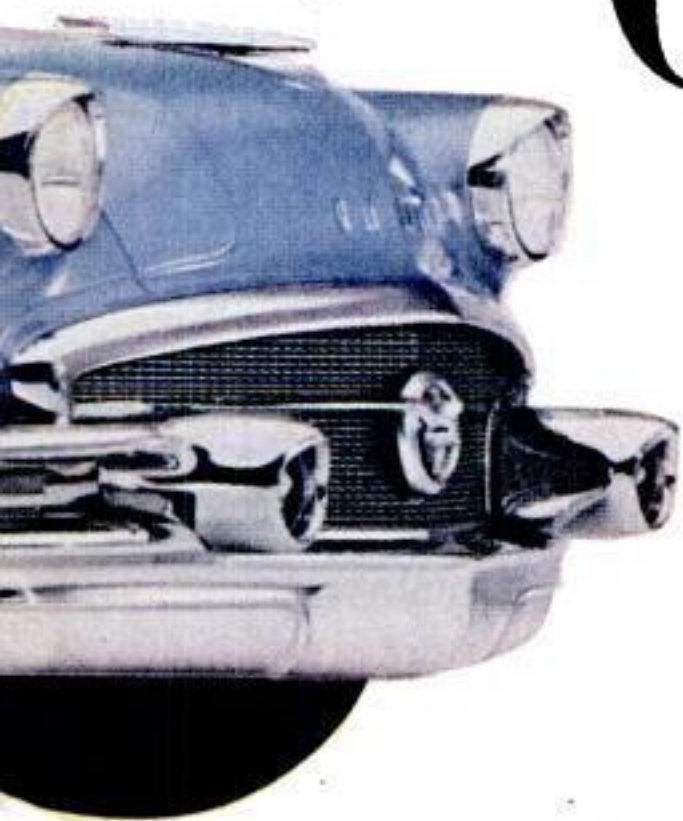


1956 Buick Special Estate Wagon

with the
family work wagon



1956 Pontiac Safari



GENERAL MOTORS
leads the way

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • *All with Body by Fisher* • GMC TRUCK & COACH



The last word in last-minute gifts...

Even at the eleventh hour, one of the most thoughtful... most appreciated gifts you can choose is Four Roses. Because of its unsurpassed quality and matchless flavor, Four Roses has become the one whiskey most men would rather get. And with Four Roses it's so easy to complete your shopping list —just stop at your favorite dealer's.

This season, there are many ways to give Four Roses: Regular bottle ($\frac{1}{2}$ quart) in festive gift carton. "Dozen Roses"—three regular bottles in unique "florist's" carton. Magnificent quart decanter with impressive gift carton. (No added cost for decanter.)

It's time for America's holiday favorite...

it's **FOUR ROSES** time!

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



IN HIS DRESSING ROOM SUGAR RAY ROBINSON PURSES HIS LIPS, TRYING TO CONCEAL HIS FEAR AND APPREHENSION 20 MINUTES BEFORE ENTERING THE RING

A PORTRAIT OF THE FIGHTER

WHO DID WHAT THEY SAID HE COULD NEVER DO

Sugar Ray Robinson, once proud and ostentatious, reflected *(above)* on his new-found humility. In a moment he would walk down the aisle in Chicago Stadium toward the floodlit ring, there to fight for the middleweight crown he had won and relinquished twice before. At 35, after coming out of retirement, he was given almost no chance at all by the experts.

He kissed a silver crucifix pinned to the inside of his boxing trunks. This was not the tinsel egotist who toured Europe in a fuchsia Cadillac, accompanied by a valet, a personal

barber, his own private golf pro and a midget named Jimmy Karoubi. Neither was it the Sugar Ray Robinson who vowed that he would never fight again and turned song-and-dance-man in an effort to stay in the limelight.

Rather, he was a man who had won a great inner struggle. The awful awareness that he was no ball of fire on the stage, and in debt to the Internal Revenue department, sobered him. Seeking guidance on his promise to forsake boxing, the man famous for breaking promises visited a Paris cathedral. Back home he haunted

churches without regard to sect or denomination. "Sometimes mine would be the only black face in the synagogue," he confessed.

Finally he sought out a Catholic priest. "I'm gonna act on what you say," he said. "I've quit boxing. I've made a promise to God never to fight again and I intend to keep it. But I'm thousands behind. I want to pay my bills, but I can't if I continue as a hoofer." His friend, the priest, assured him it was all right and a reformed Ray Robinson embarked on a comeback almost too fantastic to be true (*turn page*).

THE ANXIOUS DAY BEFORE THE EXPLOSIVE CLIMAX



TIME FOR PRAYER came when Robinson said grace before his last meal (*left*). Outside his hotel room (*right*) a Negro policeman and a priest friend wait for him.



WINDY WALK, during which Robinson's hat blew into snow, helped settle his lunch on the day of fight. In two-mile hike almost no one recognized Sugar Ray.



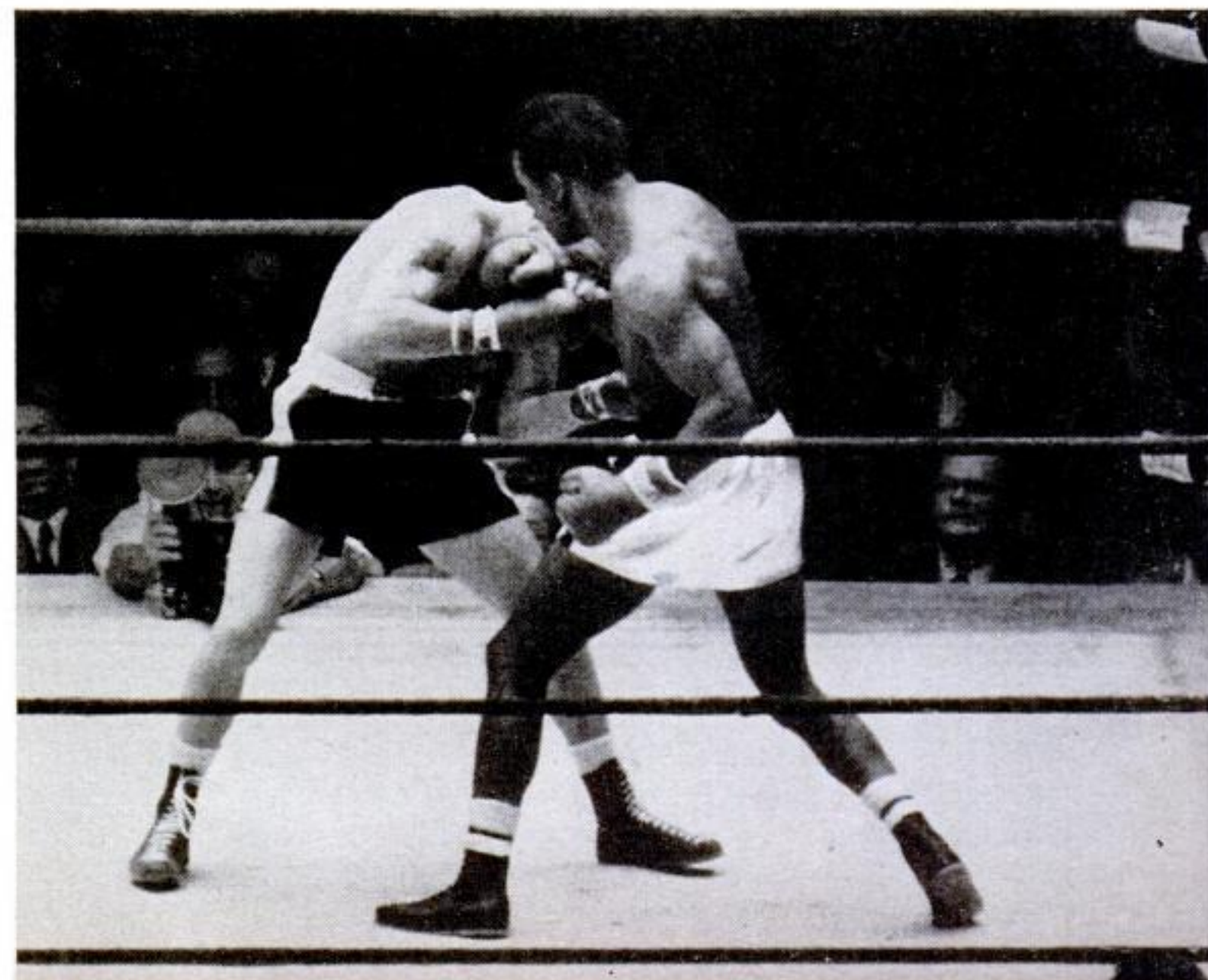
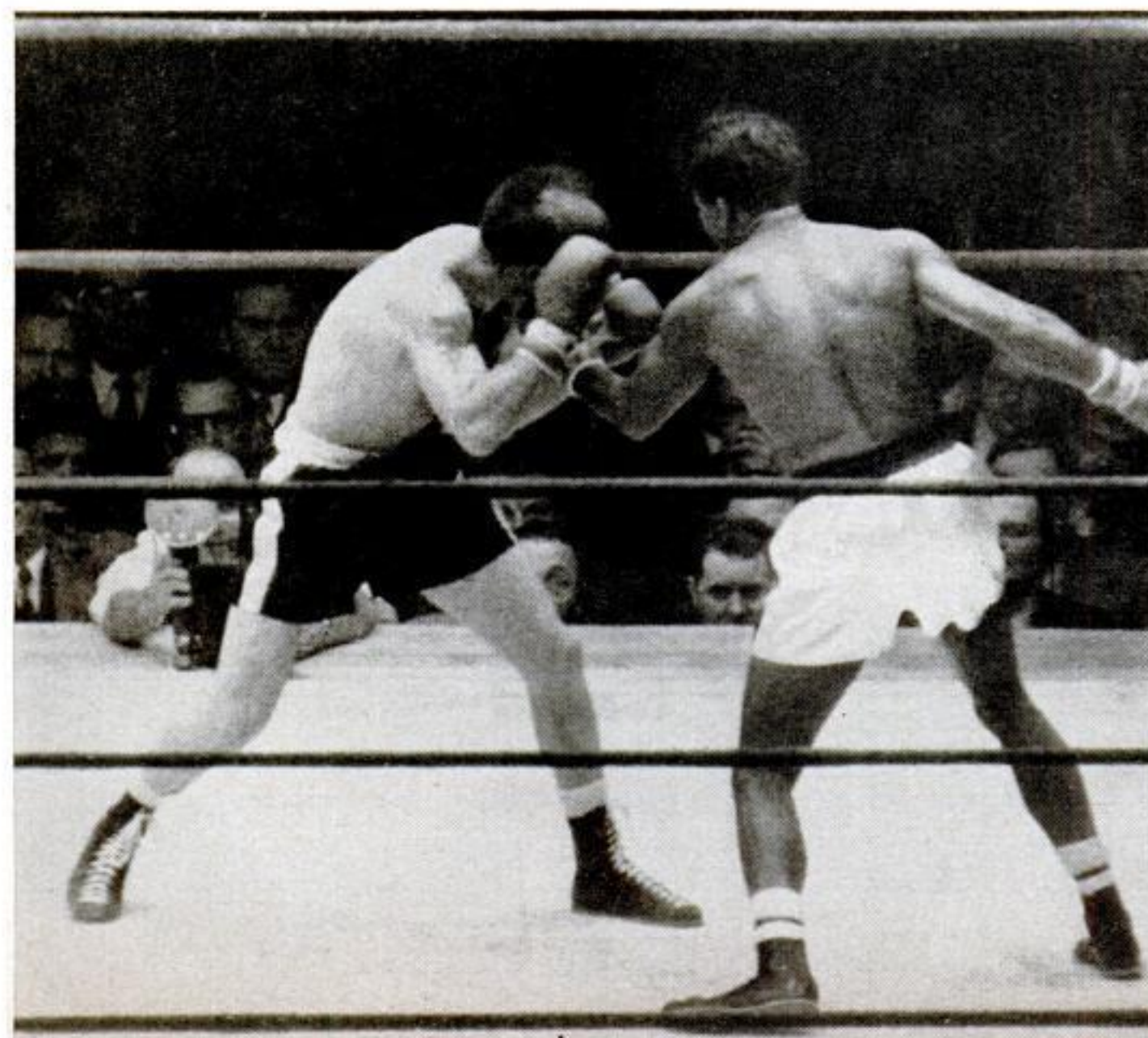
INTERRUPTED REST PERIOD finds Robinson stretched out on a sofa in his co-manager's South Side apartment. His worried cohorts stared glumly while

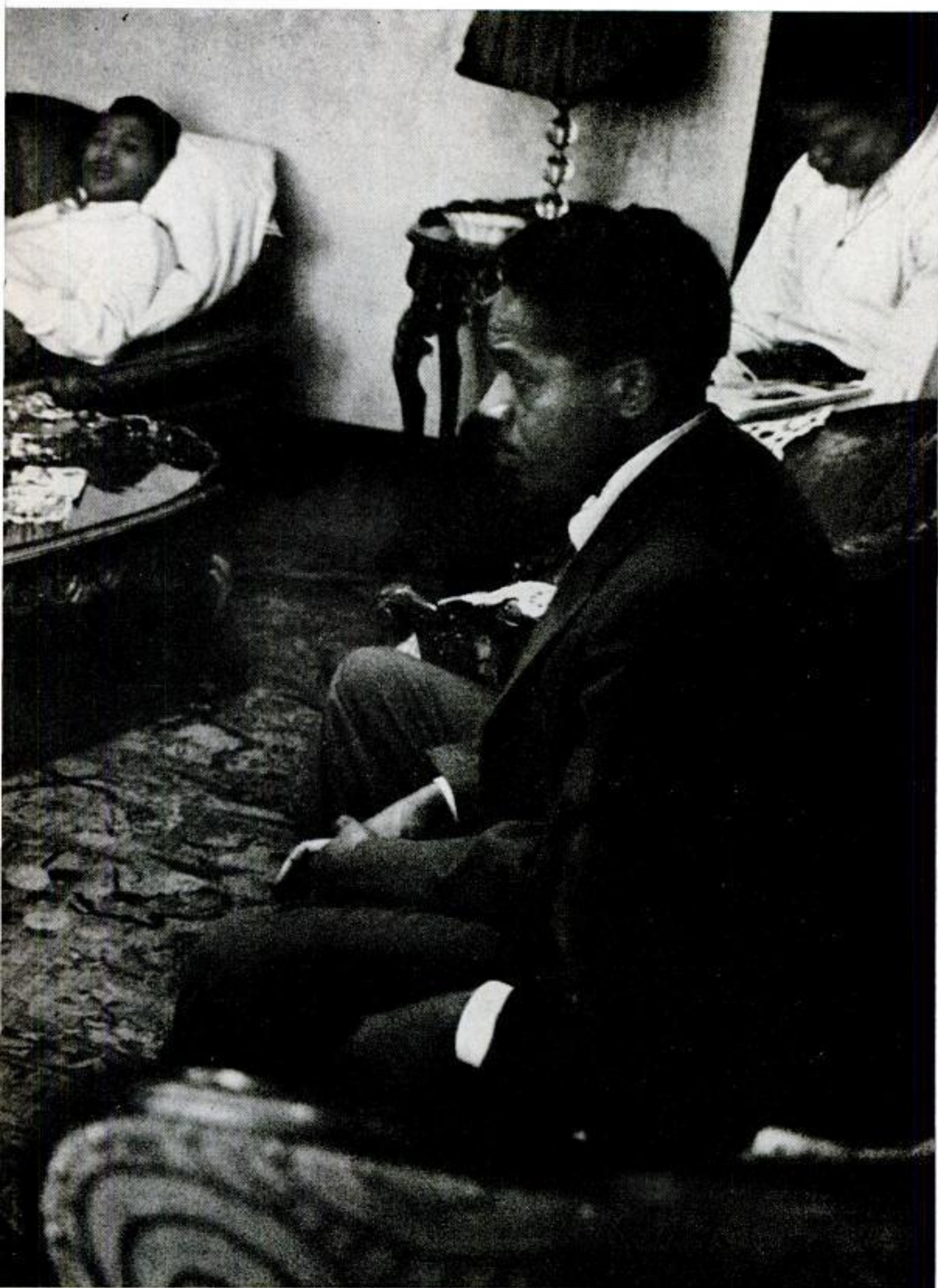
UNEXPECTED PAYOFF, K.O. IN THE SECOND

A long spell of lonesomeness ended for Sugar Ray the day of the fight. The inevitable mob of hangers-on and well-wishers, as always appearing before a championship fight, gathered at his hideaway in the Conrad Hilton Hotel. Wherever he moved, an accompanying cordon

also moved—doctors, bodyguards, handlers, relatives. They trod lightly, talked softly, almost as though at a funeral. "Everybody says he looks wonderful," blurted out one stranger. "What's that mean? A guy's laid out in a box and they say, 'Gee, don't he look wonderful.'"

FIRING THE FATAL, FINAL FLING OF PUNCHES, ROBINSON SMASHES OLSON WITH A LEFT TO THE JAW, THEN, CLOSER IN, FOLLOWS IT WITH A BRUTAL RIGHT.





6-year-old Ray Robinson Jr. broke into a buck and wing. Sugar Ray pondered the performance for a moment, then said mildly, "Hey, son, stop that noise."



YAWNING AT CARDS, Robinson (center) whiles away time playing blackjack. At right is manager George Gainford. Outwardly Sugar Ray was the calmest of all.



YAWNING AT WEIGH-IN, Robinson leans against the wall in the office of the Illinois boxing commissioner. In center is one of his co-managers, Ernie Braca.

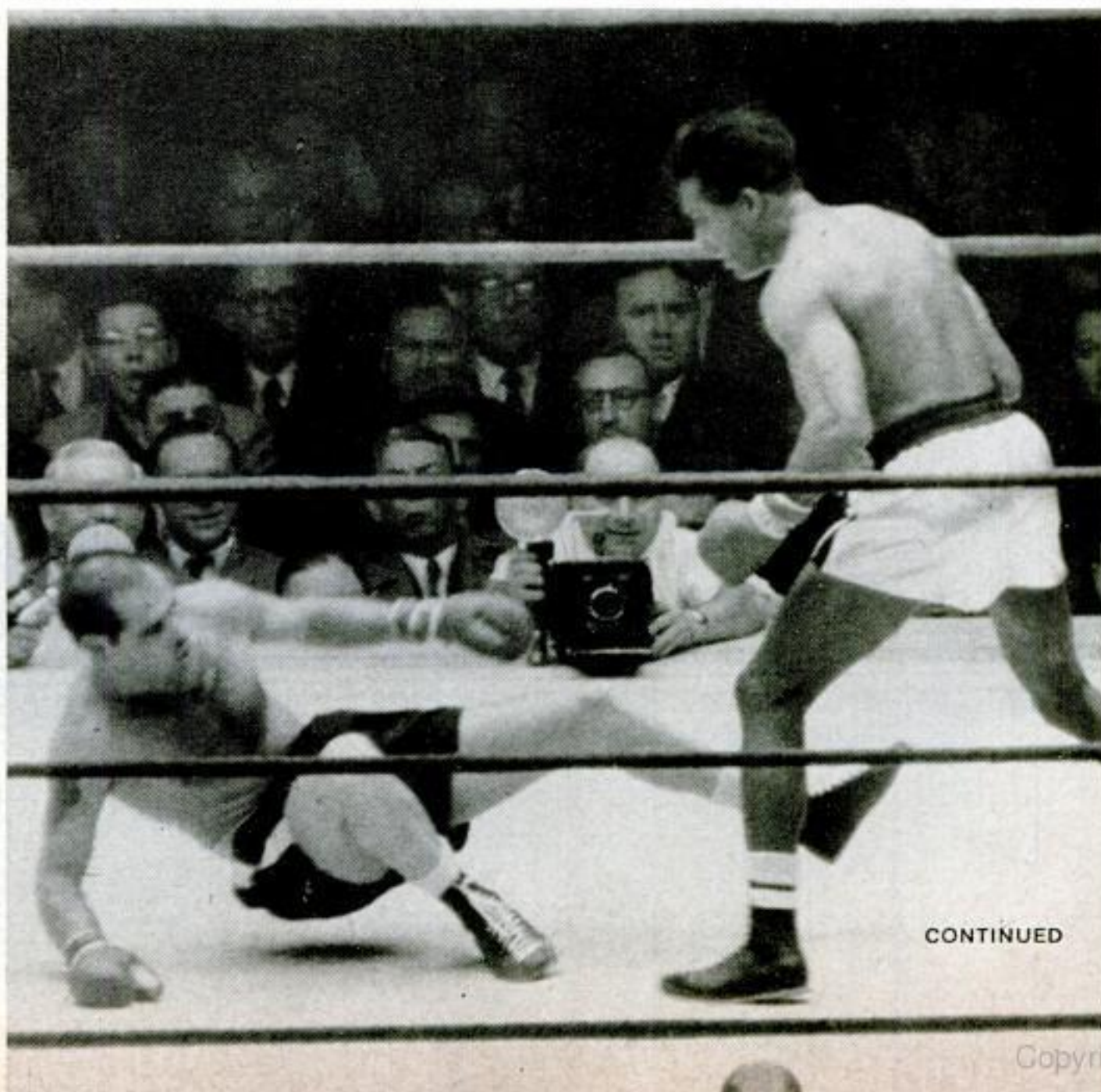
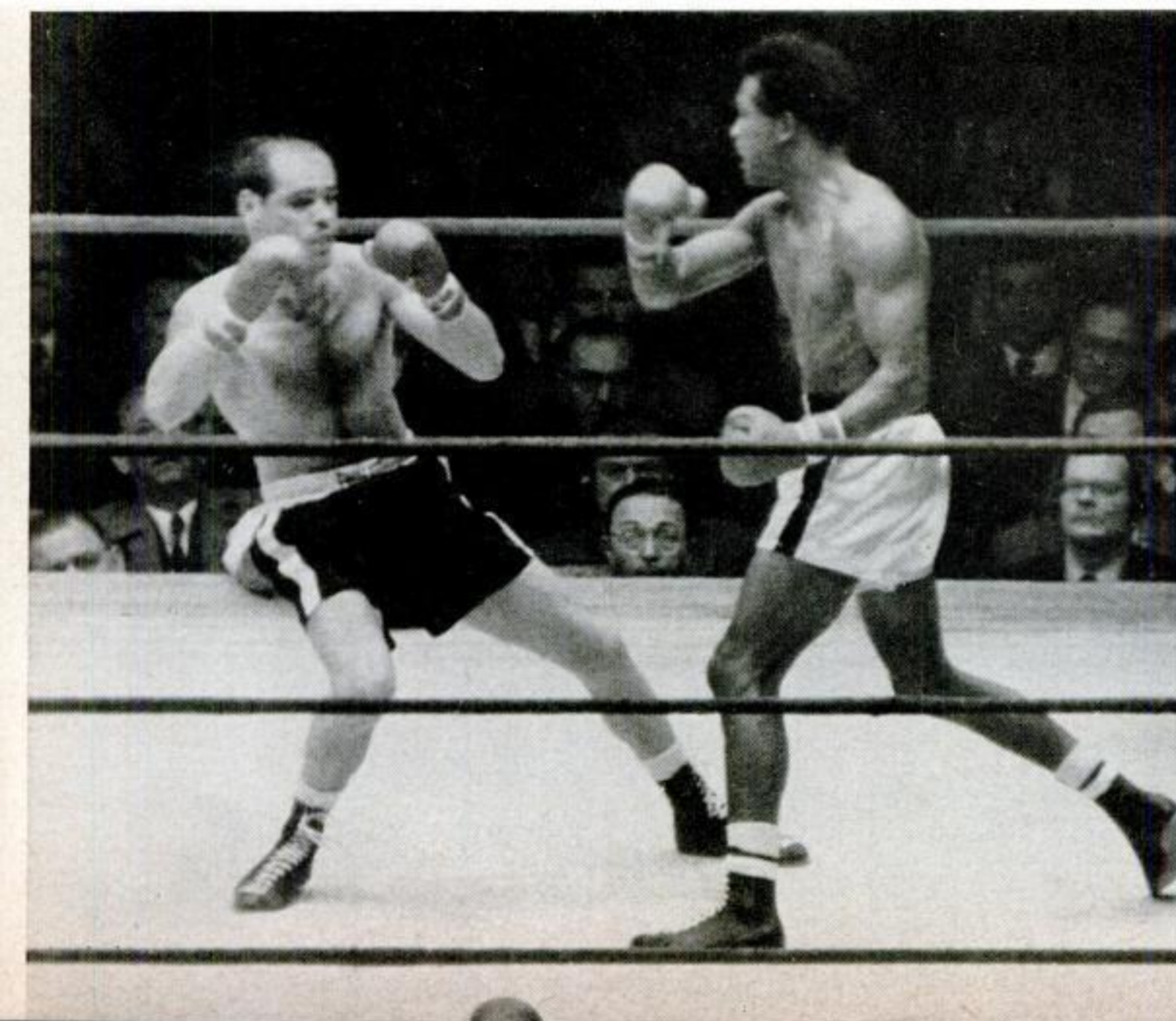
Robinson remained calm and poised, but with an effort. Eleven months ago in this same city he had been beaten by a "second-rater" named "Tiger" Jones, but his timing and coordination had improved wonderfully since then. In training camp he had had two particularly

rough sparring partners who had been giving him a rough time. On the last day of training he asked, "Will we be needing these gorillas any more?" When the answer was no, he knocked the two of them cold, headgear and all.

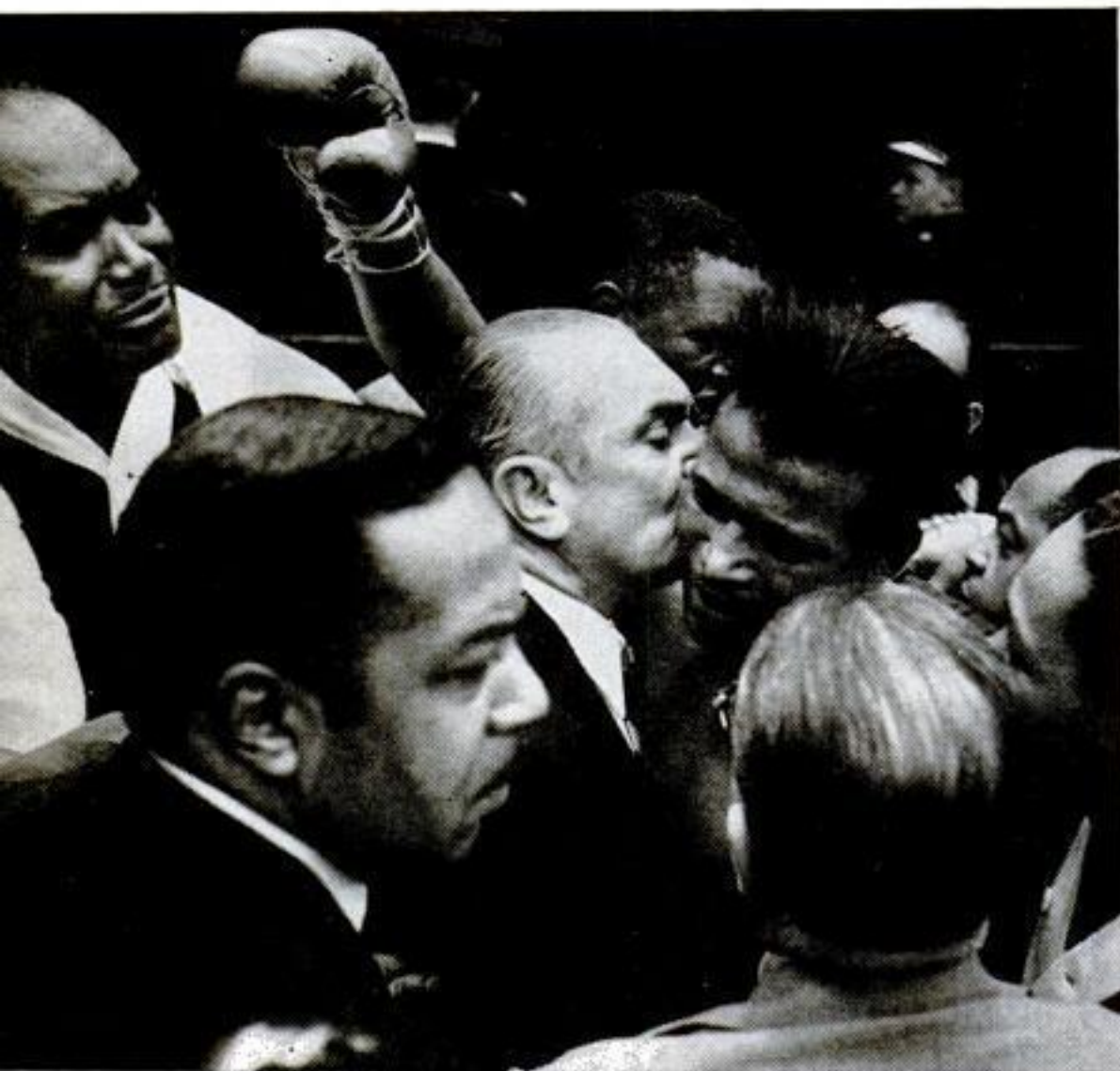
He knew he was ready, but a cold fear grabbed

him in the dressing room. He paced the floor briskly, sucking on a piece of ice, "He's preparing himself mentally," someone said. A half hour later, to the amazement of everybody, he did the same thing to Bobo Olson that he had done to his sparring partners (below).

WITH HIS HANDS STILL RAISED BUT HIS KNEES BUCKLING, OLSON STARTS DOWN AND, WITH SUGAR RAY CROUCHING TAUTLY ABOVE HIM, HITS THE CANVAS



CONTINUED



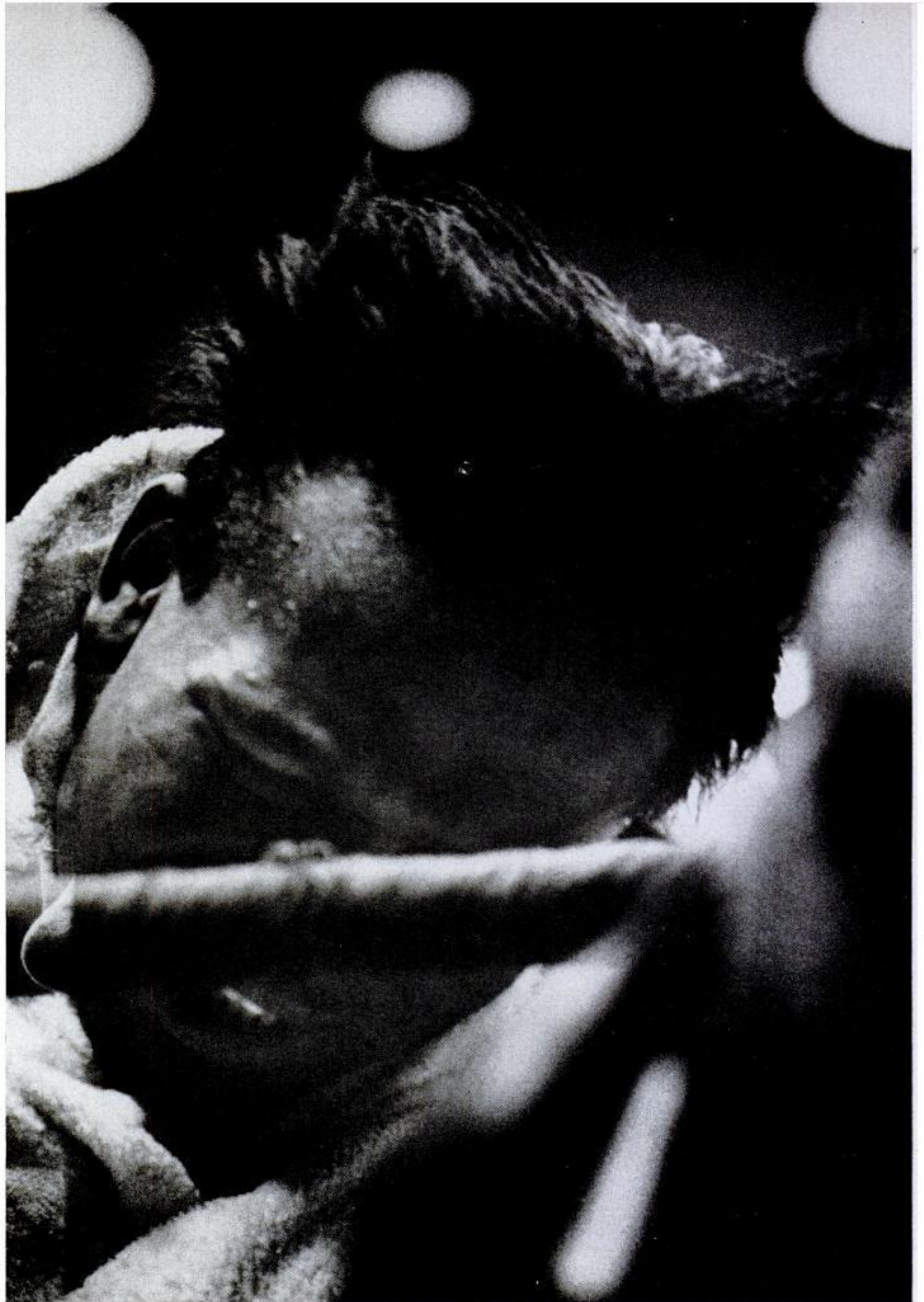
KISS FOR A WINNER, his agent Joe Glaser embraces Robinson after Olson had been counted out.



JUBILANT WIFE, Edna Mae Robinson, beams as happy friends telephone congratulations after fight.



THANKSGIVING PRAYER by Father Jovian Lang is offered in Sugar Ray's hotel room after the fight.



WEeping IN TRIUMPH, Sugar Ray clutches the ropes after his victory. Later, still in tears, he was

half-led, half-carried through crowds to the dressing room which he had left only 20 minutes before.



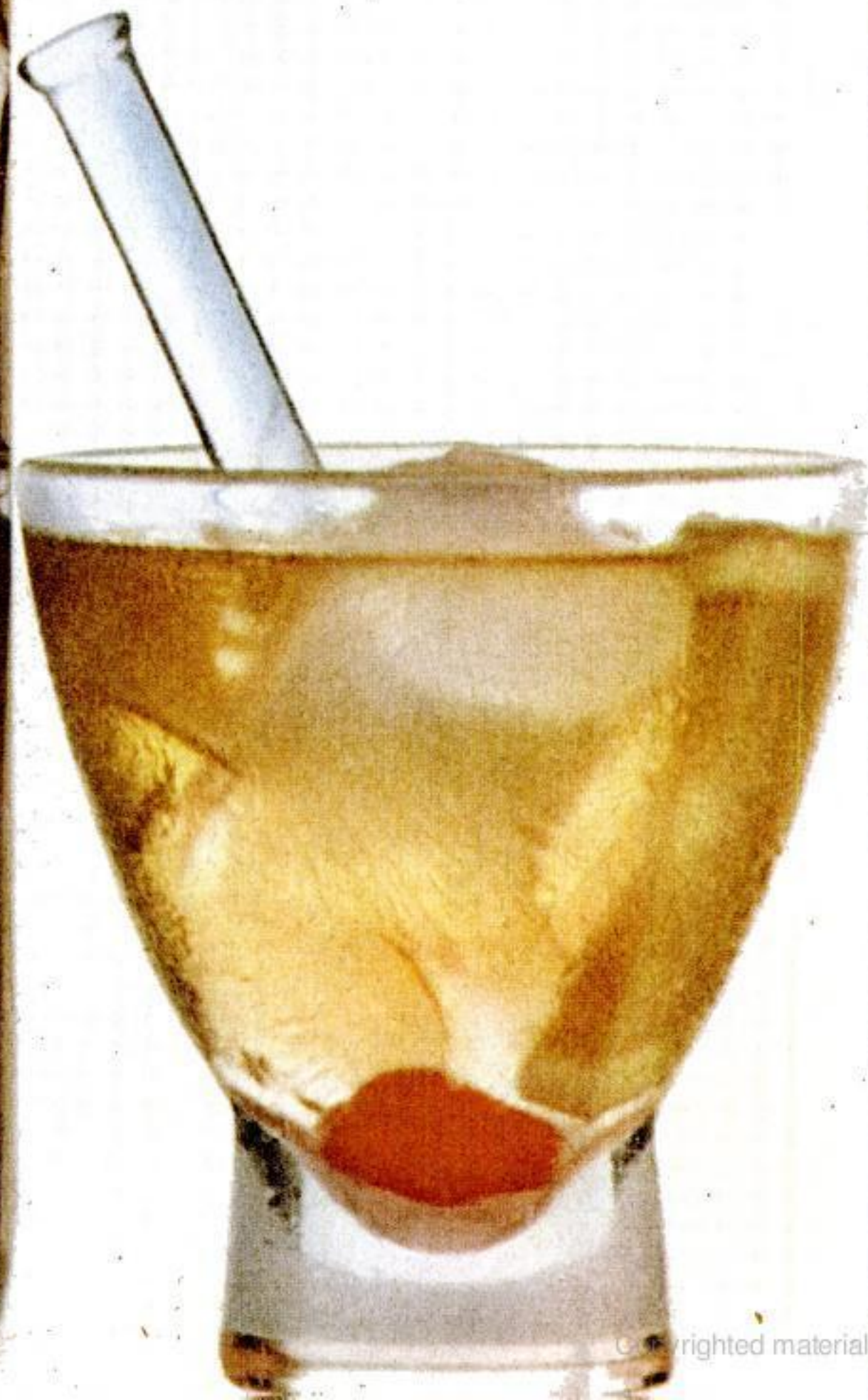
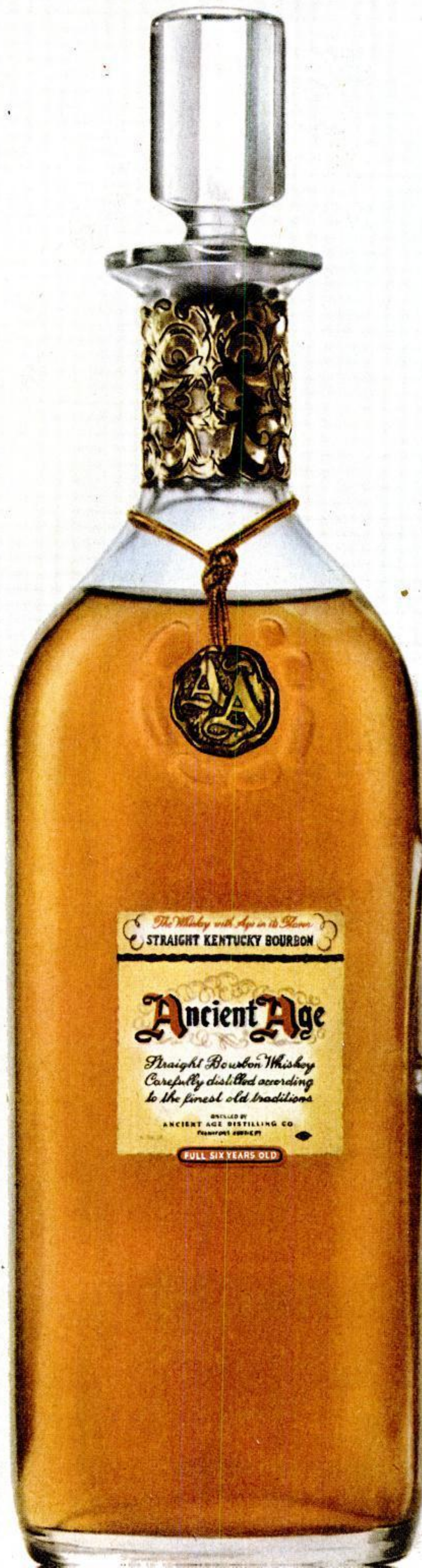
THE LOOK OF A CHAMPION returns to Sugar Ray as, surrounded by a swarm of admirers and

associates, he grins and waves fist during a party at the Chicago nightspot owned by his co-manager.

if you can find a better bourbon for Christmas...buy it!

There is no gift more gracious, more distinctive, than this exquisite decanter, created specially for holiday giving. And inside, you have the greatest gift of all, a magnificent bourbon, wonderfully rich, smooth and warmhearted. Kentucky Straight **Bourbon** Whiskey • 6 Years Old • 86 Proof • ©1955 Ancient Age Distilling Co., Frankfort, Ky.

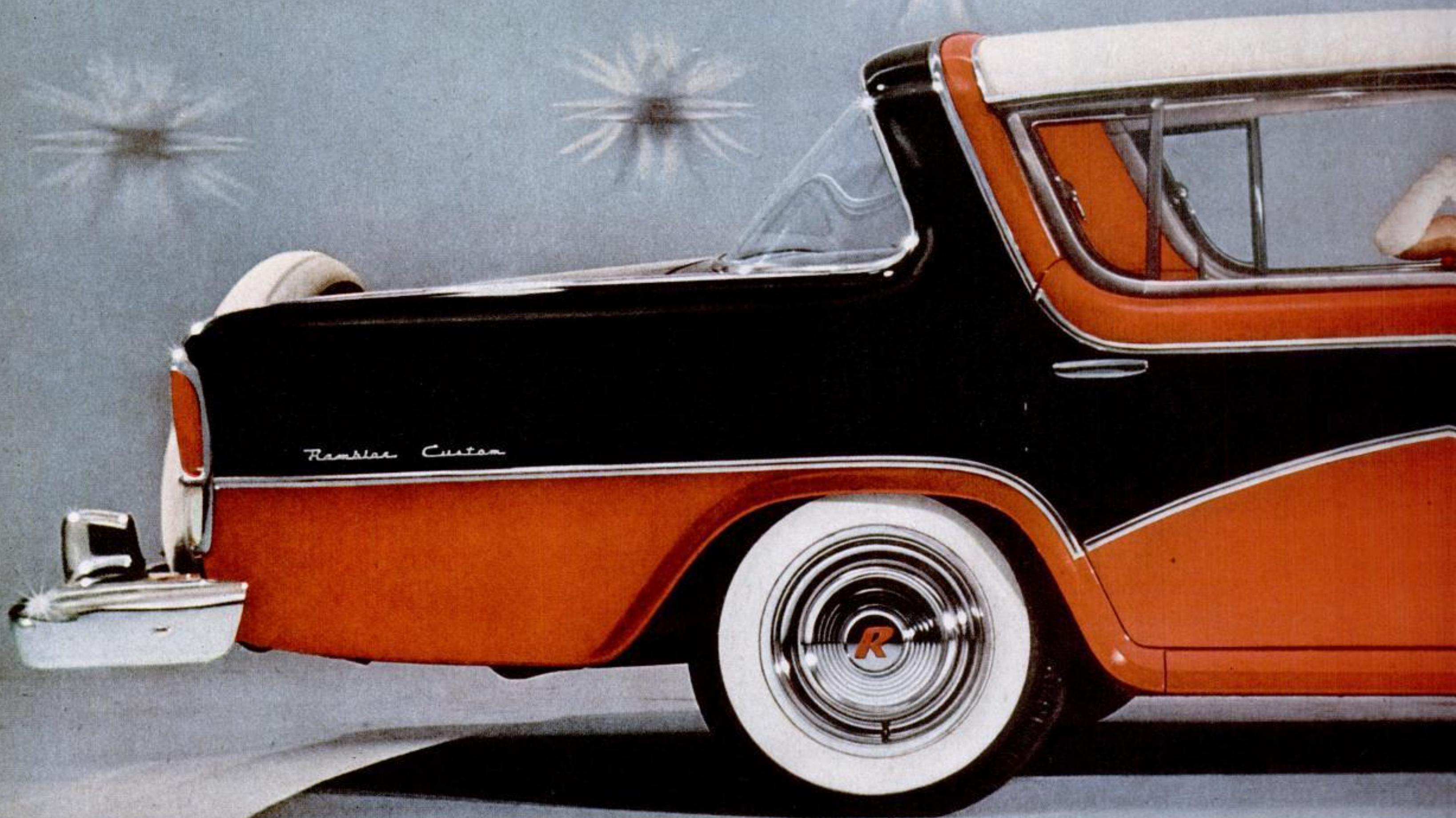
**Ancient
Age**



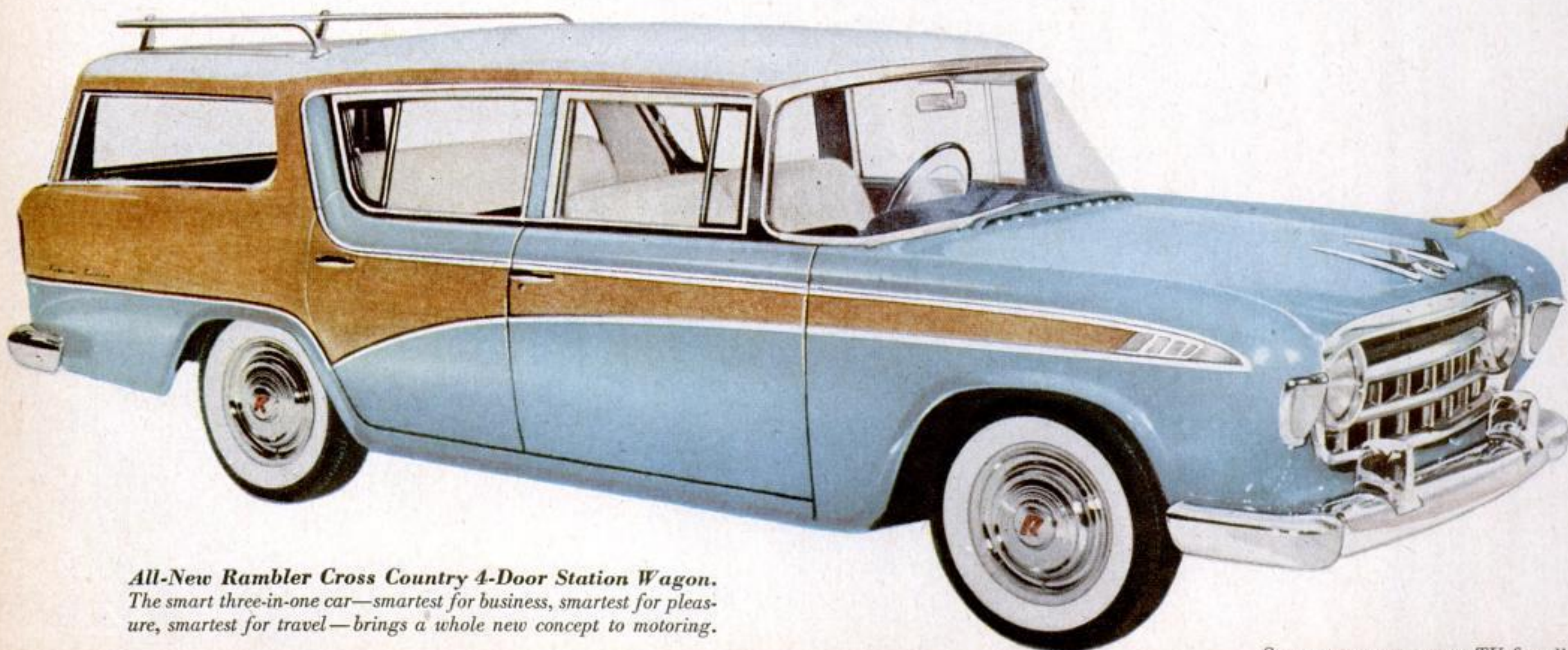
HUDSON
DEALERS
HAVE IT!

PRESENTING

The All-New, All-A



All-New Rambler 4-Door Hardtop features distinctive Fashion Safety Arch—completely new styling—with sparkling new color-keyed interiors. Continental Rear Tire Mount—optional.



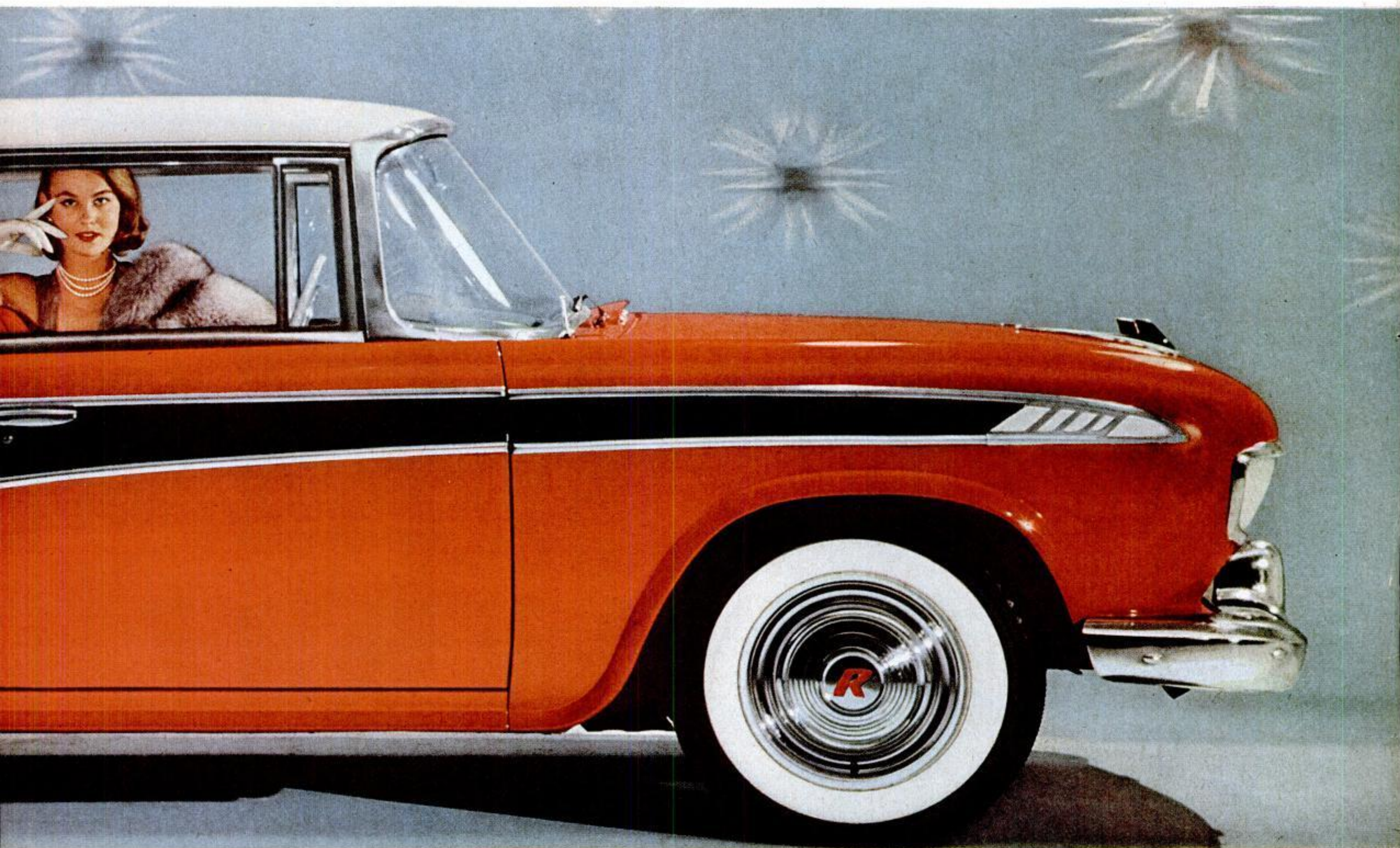
All-New Rambler Cross Country 4-Door Station Wagon. The smart three-in-one car—smartest for business, smartest for pleasure, smartest for travel—brings a whole new concept to motoring.

See DISNEYLAND—great TV for all the family over ABC network.

FOR 1956

NASH
DEALERS
HAVE IT!

American Rambler



These Facts will Amaze Everybody who Drives an Automobile

The Solid Gold Look: Here, for the first time, are the millionaire's luxury, the appointments, the class and dash—the 24-Karat quality—customarily found in more expensive cars. It's yours only in Rambler . . . the car with the lowest first cost . . . lowest operating cost . . . highest resale value.

King-Size Inside, Rambler-Size Outside: Never before—at anywhere near the price—have you known a car with such luxury, quality and features. Even Airliner Reclining Seats and Twin Travel Beds. It's a king-size car inside, with room for six

big people . . . yet it fits every parking space, every garage in America.

Thrifty and Packed with Power: It gives you up to 30 miles on a gallon of gas, yet its completely new 120 Horsepower Typhoon OHV (overhead valve) engine out-performs them all. The 1956 Rambler out-parks, out-maneuvers, out-handles every car on the road.

Built with Fortress-Like Safety: The Rambler is built the better way—the American way—with

Double Safe Single Unit Car Construction—body-and-frame one single unit. Passengers ride surrounded by a fortress of steel above, below, and to the sides. It gives your Rambler a double lifetime of rattle-free service and top resale value.

Smartest for Town and Travel: Make the smart switch to the smartest thing on wheels. It's the all-new idea in motoring, offering advanced style, luxury and appointments that rival the \$5,000 cars. Switch to the most distinctive car on the road—the smart Rambler for 1956.

AT YOUR NASH DEALER • AT YOUR HUDSON DEALER

**DRIVE
THE**

RAMBLER

PRODUCT OF AMERICAN MOTORS



AMERICAN MOTORS MEANS MORE FOR AMERICANS

*You'll make
the Smart Switch
for '56!*

See next page ➡

MAKE THE SMART SWITCH FOR '56 to the All-New Car for All America — RAMBLER



The All-New, Glamor-New Rambler Four-Door Sedan! The big, smart family sedan for young American families on the go. You get all Rambler's distinctive new styling . . . all Rambler's new king-size room . . . all Rambler's new split-

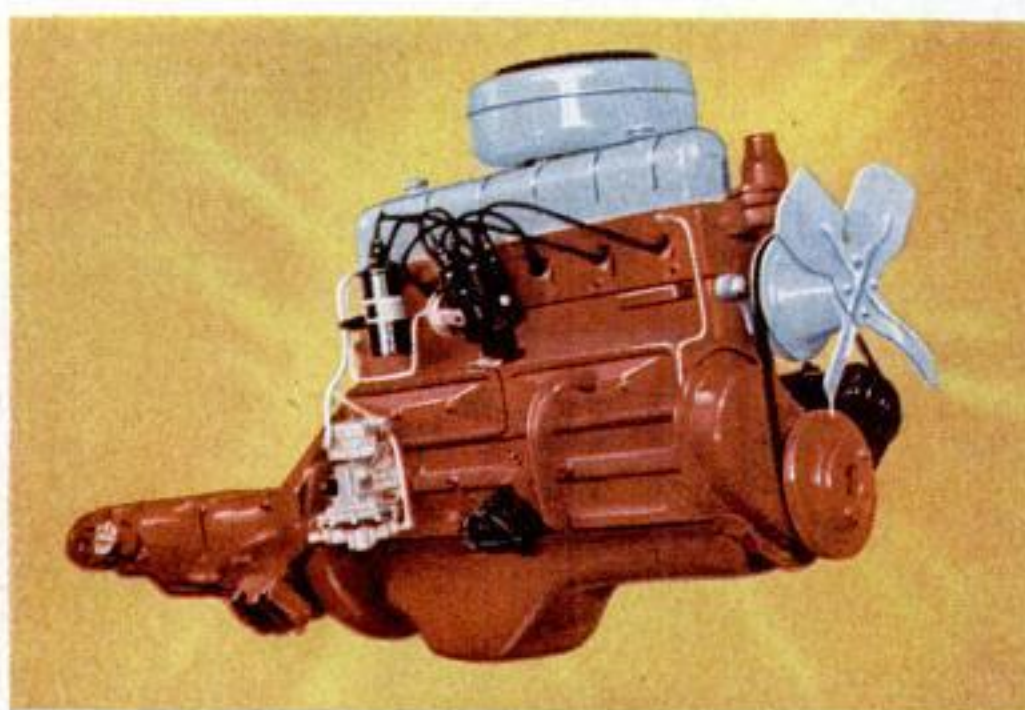
second starting, split-second acceleration, split-second parking and turning—all at Rambler's low, low prices. Power Brakes are standard on custom models. All other power assists optional at extra cost on all Ramblers.



All-New Fashion Safety Arch—sweeps up and over the rear window and passenger compartment, giving the greatest overhead protection ever. Upswept lines give a distinctive new flair and "let's go" dash to Rambler.



All-New Visibility! Look at Rambler from the front, the rear, the sides. Here is unimpaired visibility all-around. Shoulder room that rivals that of the high-priced cars . . . room for six big people. King-size room, king-size view.



All-New Typhoon OHV Engine—has 33% more power, still gives up to 30 miles a gallon. New 12-volt ignition for faster starts, extra spark for high-speed travel. Hydra-Matic Drive, Overdrive, and Power Steering available.



All-New Travel Comfort! Imagine Airliner Reclining Seats in a motor car. Instantly make a chaise longue—day couch for napping children or Twin Travel Beds for comfortable sleeping on camping trips or vacation.



All-New! The Most Exciting Interiors on the Road! In luxury appointments and luxury features, the Rambler rivals the most expensive cars. The right interiors are color-keyed to harmonize with the Triple-Tone and Two-Tone

exteriors. You have a choice of 15 decorator-styled trim combinations including Genuine Leather in six beautiful colors. Ask your Nash dealer or your Hudson dealer to show the wide choices available. Choose the one that thrills your taste.



SEE THE DIFFERENCE

ADVANCED over old-type, bolted body-and-frame (left), in Rambler (above) body-and-frame are welded, with double the safety, double the strength, double the service life. It gives Rambler record-high resale value.

Unequaled Safety—with Double Safe Single Unit Car Construction—body-and-frame welded as a unit. Extends structural girders around passengers and engine for greater safety. Rattleproof, lasts a "double lifetime".

AT ALL
NASH
DEALERS

Rambler

See DISNEYLAND—great TV for all the family over ABC network.

AT ALL
HUDSON
DEALERS



WARM WORDS greet Dr. Gainza everywhere in Buenos Aires. Downtown (left) a "welcome to the fatherland" sign appeared. At the airport (center)

a truck carried pictures of the doctor and his publishing ancestors. His mother, Zelmira Paz de Anchorena (right), wept happily as she embraced her son.

HOMEcoming FOR AN EXILED EDITOR

Dr. Gainza Paz, driven from Buenos Aires by Perón, returns to take over world-famous 'La Prensa'

For post-Perón Argentina, for a famous newspaper editor and for free journalists in all parts of the world, a dramatic moment of high happiness came one evening at Buenos Aires' Ezeiza airport. Driven into exile by the dictatorship of Juan Perón almost five years ago, Dr. Alberto Gainza Paz, publisher of *La Prensa*, once the largest Spanish-language newspaper in the world, had come home at last to resume management of the great paper Perón had seized.

From the moment he took charge in 1943 Dr. Gainza had stubbornly tried to hold fast to the liberal traditions of his family who founded the paper in 1869 and had run it ever since. Again and again he found himself

fighting the dictatorship which once closed the newspaper for printing "false" news, cut its newsprint supply, finally seized it. Dr. Gainza fled Buenos Aires by night in a small sailboat across the River Plate to Uruguay. Later he came to the U.S.

General Eduardo Lonardi, who overthrew Perón, temporized in returning the stolen newspaper. But when General Pedro Aramburu took over from Lonardi, one of his first acts was to announce that *La Prensa* would be returned to the Paz family. Back from the U.S. to Buenos Aires and a tumultuous welcome came Dr. Gainza, who awaited only the cleaning up of technicalities before he started publishing in the old form and old spirit.

SMILING FACES AND MANY HANDS, WILDLY WAVING TINY ARGENTINE FLAGS, WELCOME THE EXILE HOME AS HIS PLANE STOPS BEFORE THE AIRPORT BUILDING



ELGIN *Petites*

World's Smallest Watches *from* \$33⁷⁵

Can your wife's watch pass the Wedding Ring Test?

Watches this small once cost a fortune! But now, thank Elgin, you can give her a fashionably tiny watch at a tiny price! In fact, the new Elgin Petites are *the world's smallest watches from \$33.75!* Thrill her at Christmas with the watch so dainty it will slip through her ring!

HEATHER (above). How feminine! \$33.75. With Hadley expansion bracelet, \$39.75.

Watch "Person to Person" with Edward R. Murrow—CBS-TV, Friday, 10:30 P.M. (EST)



CANDIA. Little and alluring. \$39.75. With matching Hadley expansion bracelet. \$47.50.

LORETTA. Captivatingly tiny. Hadley expansion bracelet. \$47.50. Or with cord, \$39.75.

OLETA. So charming, so small! Hadley expansion bracelet. \$55.00. Or with cord, \$47.50.

All prices include Federal Tax and are subject to change without notice. Every Elgin movement is adjusted to temperature and position.



Every Elgin has the heart that never breaks, the guaranteed DuraPower Mainspring.



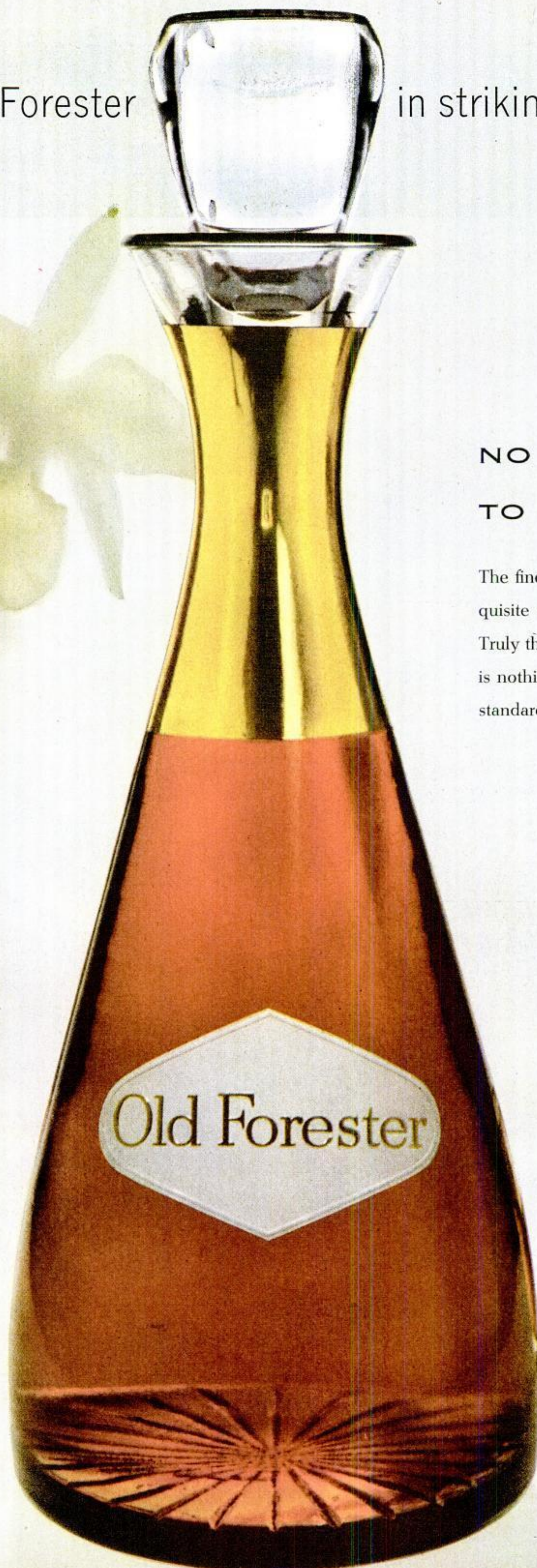
MARKING BIRTHDAY of the paper in October, Señora de Anchorena greets *Prensa's* former managing editor, Rodolfo Luque, at tomb of paper's founder.



REFURBISHING BUILDING in preparation for Dr. Gainza's return, workman repairs traditional *La Prensa* beacon to replace Peronista emblem (left).

CONTINUED

same fine Old Forester in striking new decanter



NO BETTER WAY
TO GIVE THE BEST

The finest of fine bonded bourbons, in this exquisite decanter by famed Raymond Loewy. Truly the gift to be given with pride, for there is nothing better in the market. Same price as standard fifth.





ANTIQUE CHESSMEN FROM THE COLLECTION OF CARLEBACK GALLERY, NEW YORK

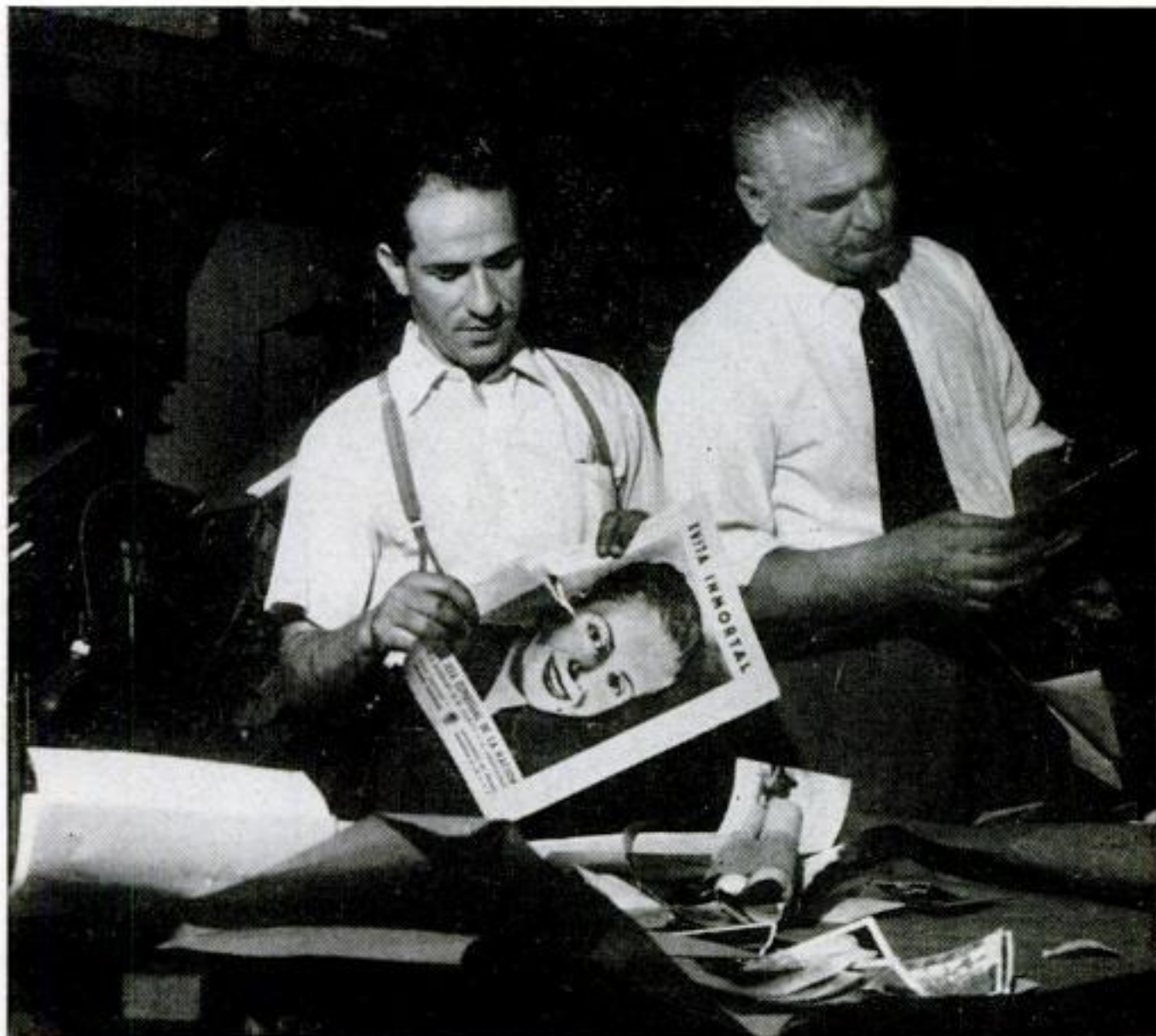
"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Don't those you like best . . . deserve KENTS?

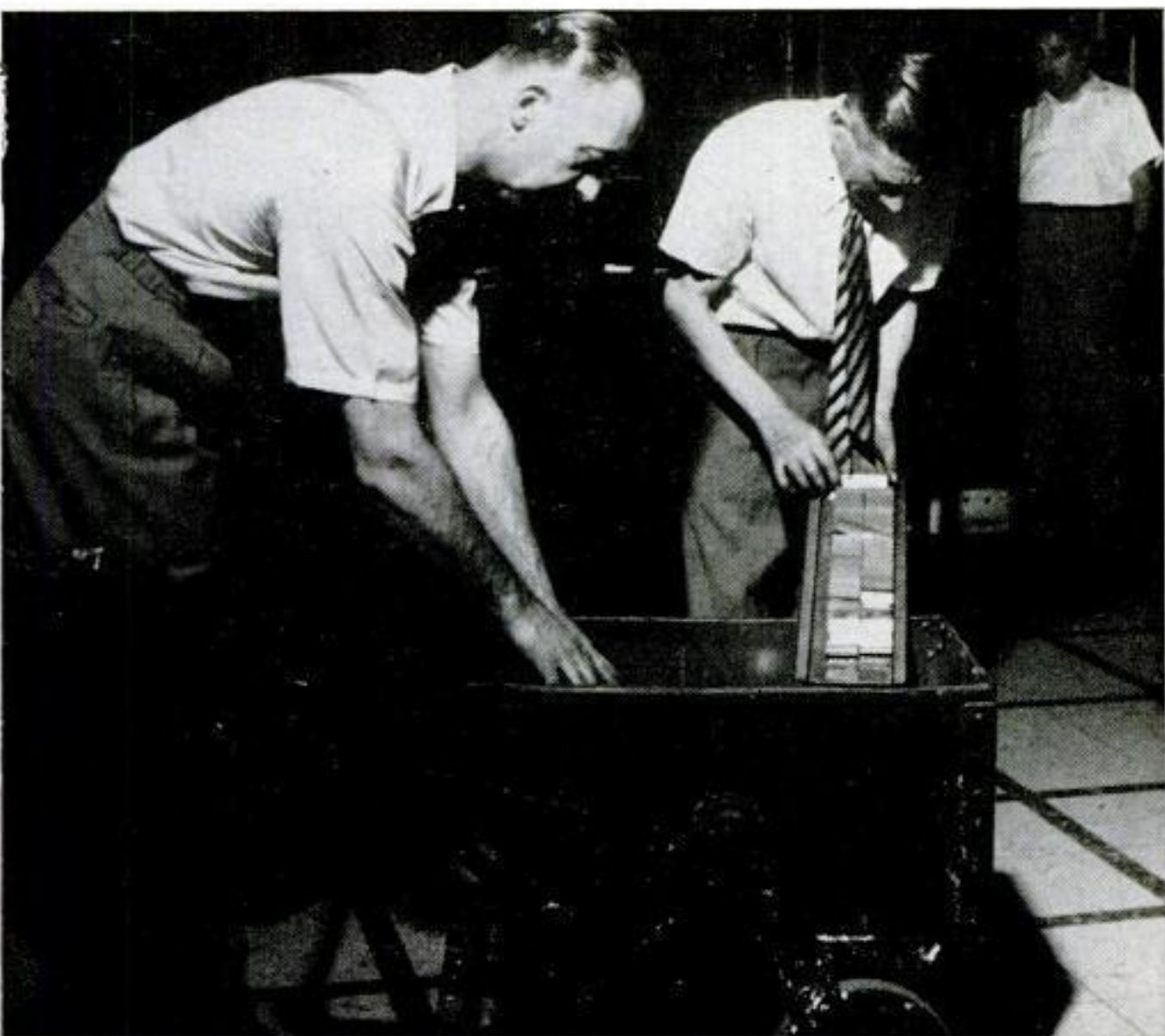
Kents are the gift discerning smokers will appreciate—especially if they smoke a lot. For Kent is designed to help keep smoking moderate—it's the only cigarette with the scientific Micronite Filter. Its high filtration gives every Kent a clean, fresh taste—brings out all the flavor of Kent's custom blend of fine tobaccos. For a few extra pennies, wouldn't you rather give—and receive—Kents, too?



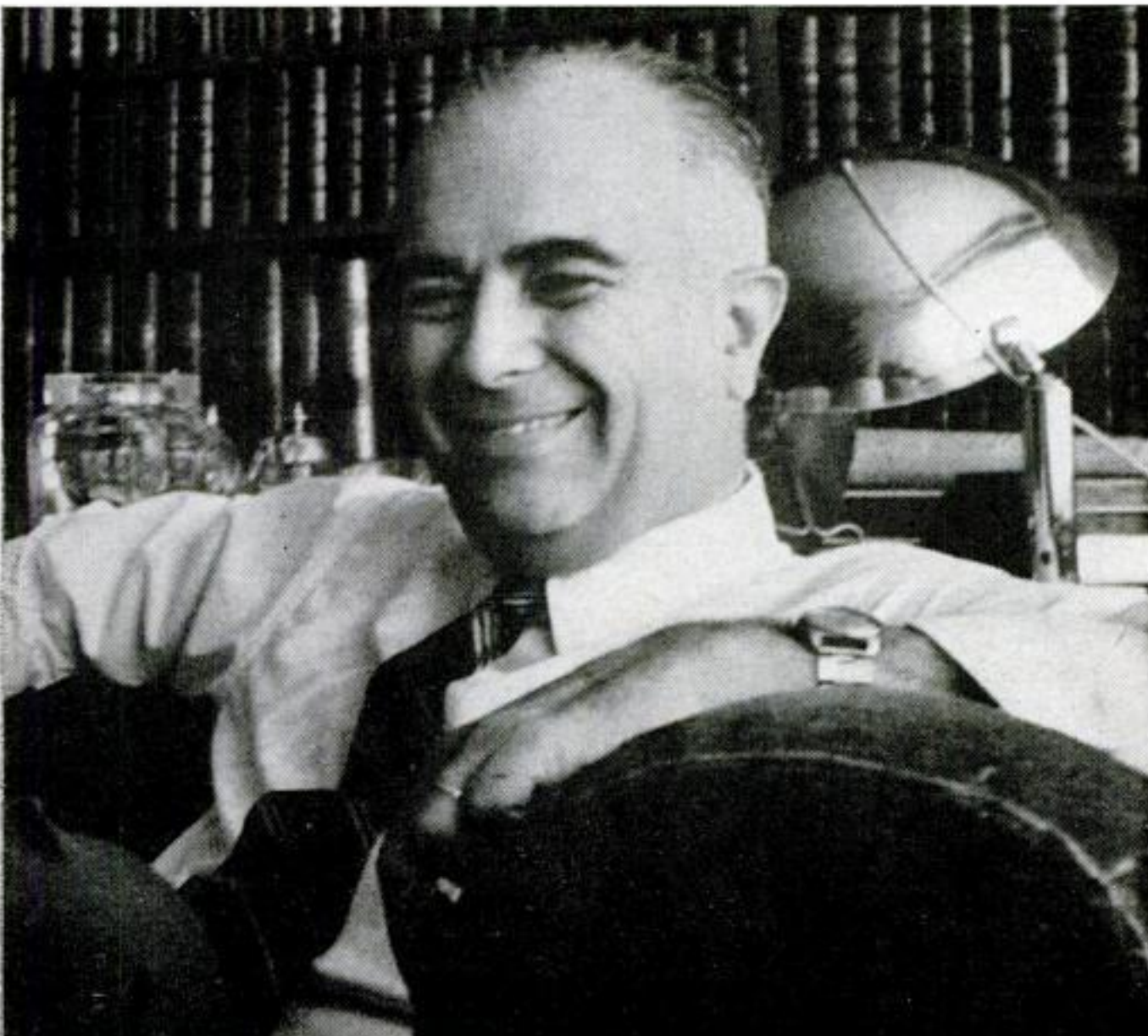
King Size
and Regular
length



CLEANING UP "LA PRENSA," printers destroy pictures of the late "immortal Evita" Perón and other accumulated Peronista propaganda material.



DUMPING TYPE left standing, typographers get ready to melt it down. Dr. Gainza wanted to eliminate all leftovers from *La Prensa's* Peronista era.



WAITING TO TAKE OVER, Gainza makes plans for the paper in his personal library. He intends to run *La Prensa* with many of his former staff members.

Get the Prize Exclusive GOLD MARK DECANTERS

with your

G & W
favorite At No Extra Cost



*Best
Bourbon Buy*
MILL FARM
In Gold Mark Decanters



*Popular People
Pick*
**G & W
SEVEN STAR**
In Gold Mark Decanters



*Always a
Welcome Gift*
Wight's
SHERBROOK
In Gold Mark Decanters

Collect a complete set of five decanters—at no extra cost—for home bar, buffet or gifts.



Smart "HOSTRAYS," designed for 2, 3, or 5 Gold Mark Decanters, are available at modest cost. See your retailer.



—Just remove the label—you have a beautiful, permanent decanter with the word Rye, Scotch, Bourbon, Canadian or Gin inscribed in gold.

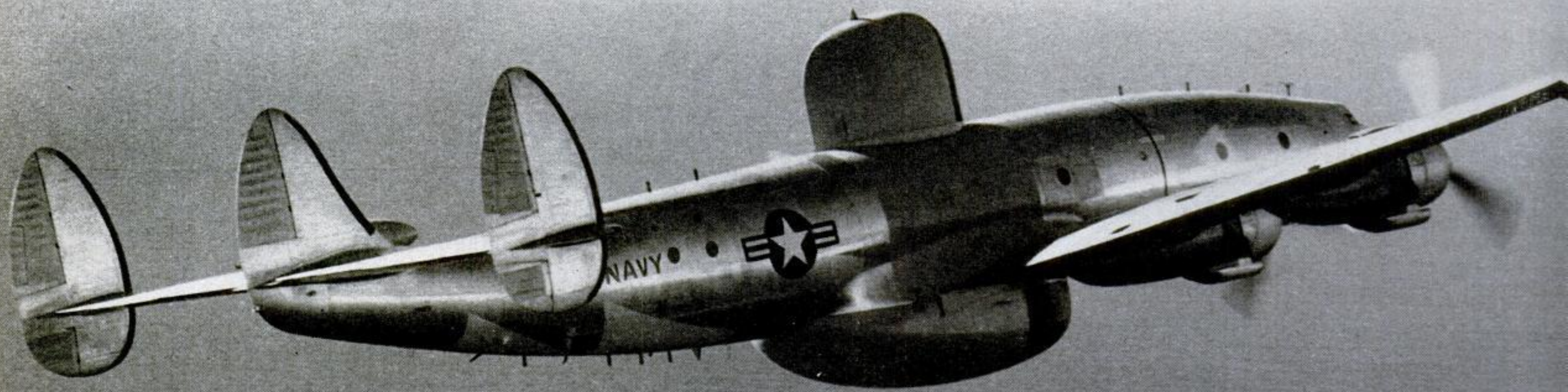
Millions Say 'When'
with
**WILLIAM
PENN**
in regular bottles only



MILL FARM, STRAIGHT BOURBON WHISKEY, 86 PROOF; SEVEN STAR, BLENDED WHISKEY, 90 PROOF, 37½% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 62½% GRAIN NEUTRAL SPIRITS; WILLIAM PENN, BLENDED WHISKEY, 86.8 PROOF, 35% STRAIGHT WHISKEY 6 YEARS OR MORE OLD, 65% GRAIN NEUTRAL SPIRITS; GOODERHAM & WORTS, PEORIA, ILLINOIS; SHERBROOK, STRAIGHT RYE WHISKEY, 86 PROOF, 7 YEARS OLD; THE FRANK L. WIGHT DISTILLING CO., LORELEY, MARYLAND.

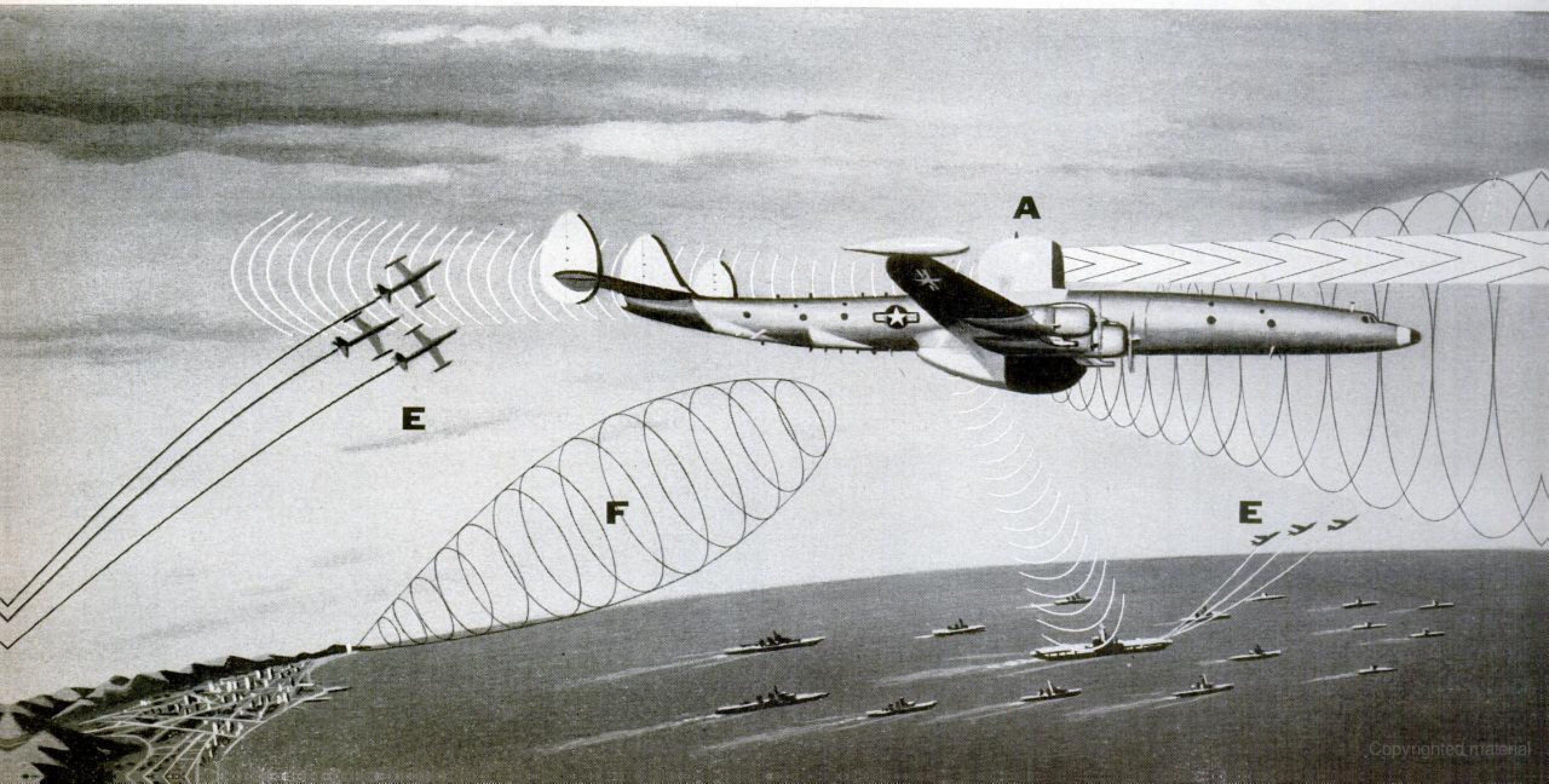
New U.S. Concept for **TOTAL DEFENSE**

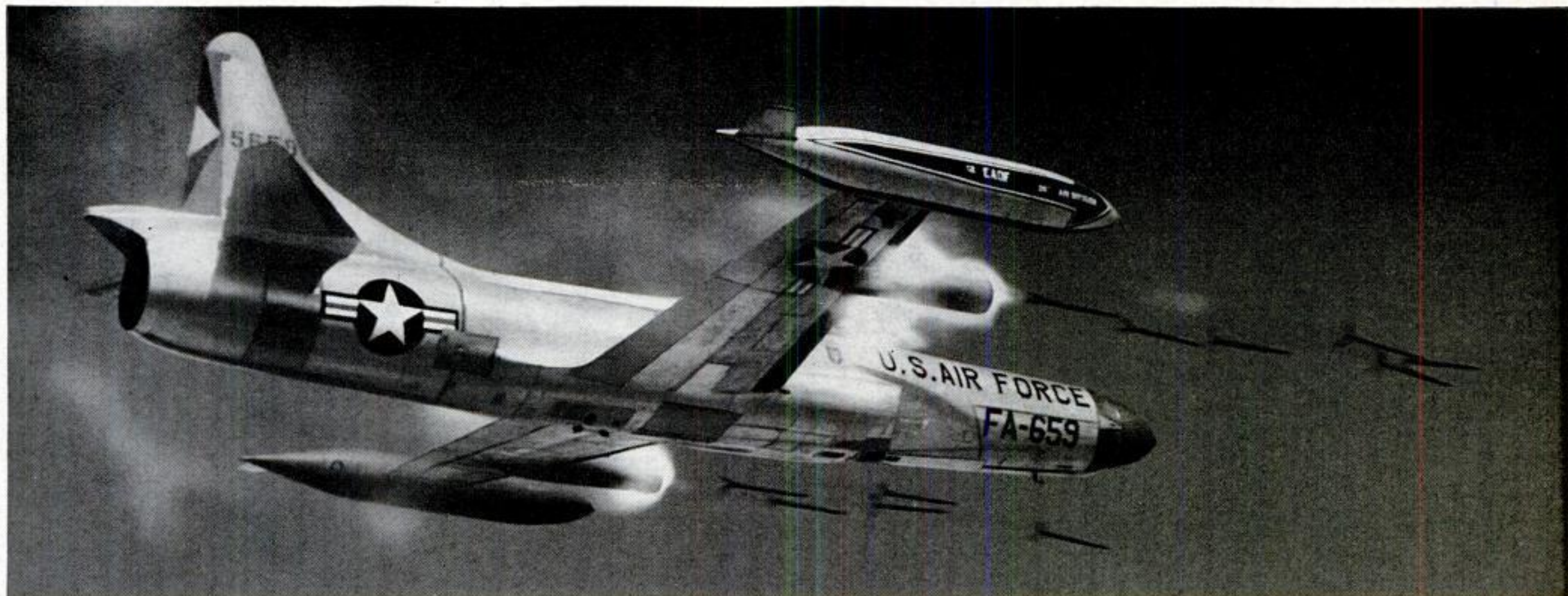
In this age of awesome airborne nuclear weapons, a vast umbrella of airborne electronics will safeguard our nation against sneak attack



BELOW—A WEAPONS SYSTEM IN ACTION. An electronics-laden Super Constellation early-warning plane (A), patrolling our outermost defense perimeter hundreds of miles from our shores and borders, from its high altitude can “see”

beyond the horizon and detect both high-flying and low-flying enemy aircraft (B). Using its powerful search radar (C) and height-finder radar beam (D) to pinpoint position of invaders, the patrol plane alerts our interceptors (E), which



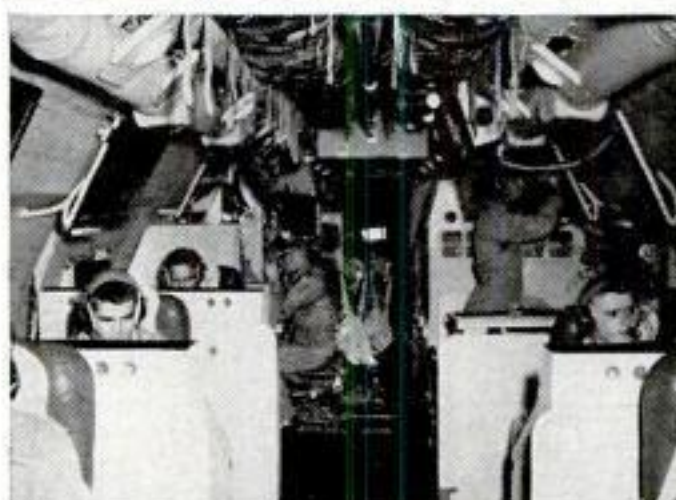


LEFT—EARLY-WARNING RADAR PATROL. Designated the WV-2 by U.S. Navy and EC-121 by USAF, these giant radar-domed Lockheed Super Constellations carry six tons of complex electronic gear and a 31-man crew. Super Constellations are ideal for this arduous duty because of their famed all-weather stability and extremely long range.

ABOVE—ROCKET-FIRING STARFIRE INTERCEPTOR. First of the almost-automatic all-weather interceptors, the Lockheed F-94C Starfire is an example of Lockheed's leadership in the design and development of airborne electronics. This swift, deadly defender and other interceptors will soon be supplemented by—

Farsighted Pentagon planning and recent amazing technological developments by U.S. science and industry are rapidly making our nation's TOTAL DEFENSE system the most formidable in all history.

Lockheed's role in implementing our new Weapons System concept and in Systems management, is an important one. Thousands of Lockheed military aircraft, of *nine* different types, are already in service. Other advanced planes, missiles and electronic guidance devices are in production, undergoing tests or on Lockheed's drawing boards. Lockheed's pioneering leadership in the design and development of airborne electronics will continue to contribute heavily to TOTAL DEFENSE.



STILL-SECRET F-104 SUPERSONIC JET FIGHTER. (Photo not yet released.) A high-ranking USAF officer said of the F-104: "This is a fighter pilot's dream. We feel confident that it is the fastest, highest-flying fighter in the air, anywhere."

THREE PHOTOS AT LEFT show crew members of Super Constellation early-warning plane at work. (Top) Navigator plotting a fix; (center) observers at radar consoles plotting altitude, speed and course of unidentified aircraft; (bottom) fighter-director charting position and path of approaching aircraft.

Lockheed

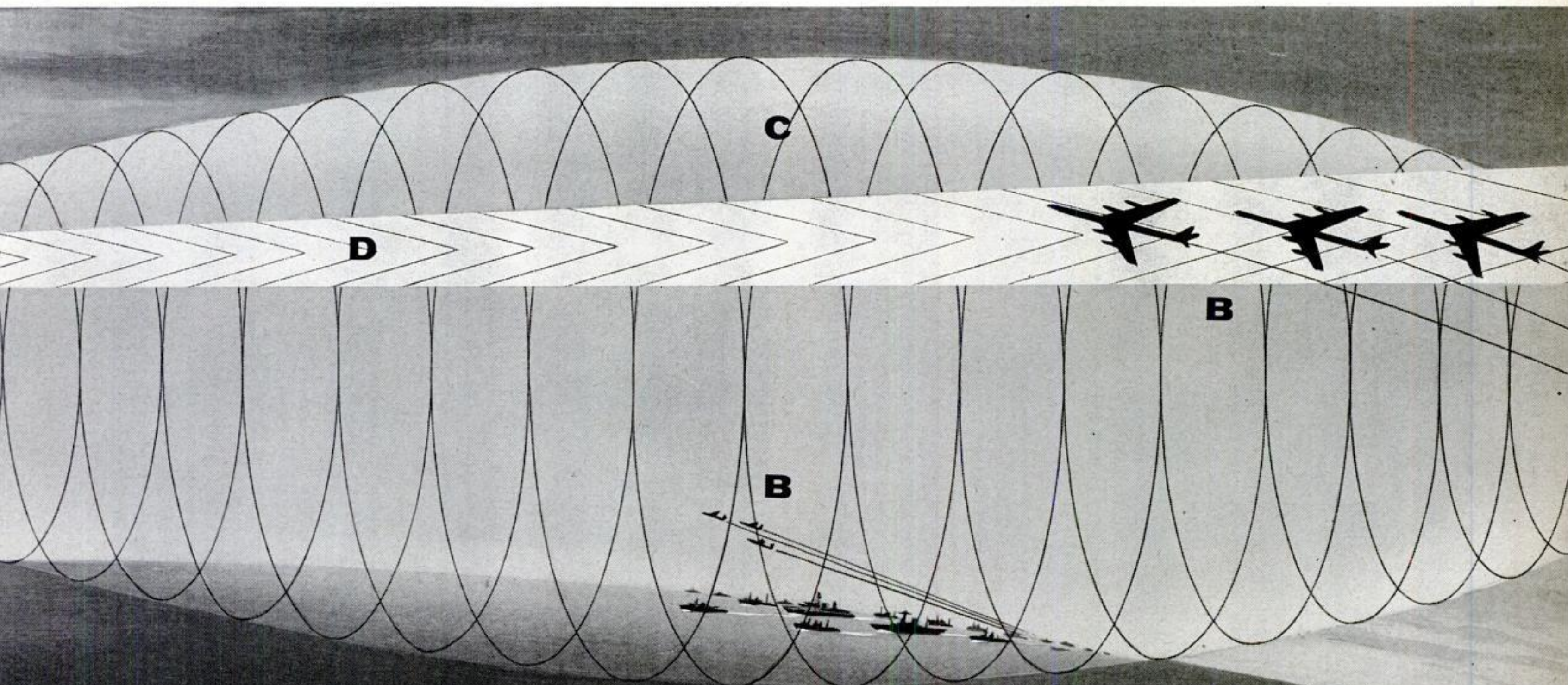
AIRCRAFT CORPORATION

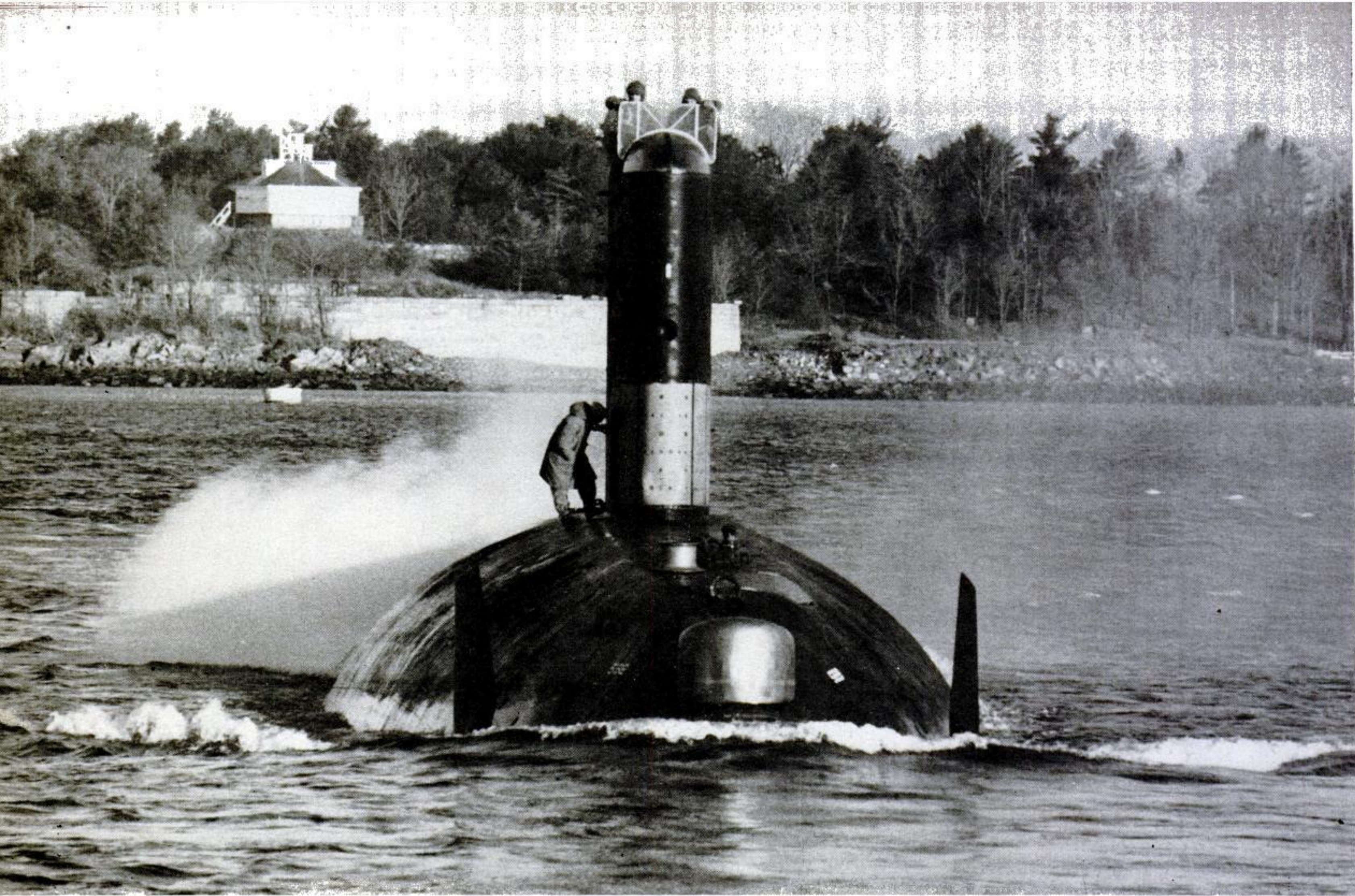
California Division, Burbank, Calif.
Georgia Division, Marietta, Ga.
Missile Systems Division, Van Nuys, Calif.
Lockheed Air Terminal, Burbank, Calif.
Lockheed Aircraft Service, Burbank, Calif.

LOOK TO LOCKHEED FOR LEADERSHIP

A CAREER IN MILITARY AVIATION ASSURES A FINE FUTURE FOR YOUNG MEN OVER 17. SEE YOUR NAVY OR AIR FORCE RECRUITING OFFICER FOR FULL INFORMATION.

swarm aloft and are radar-guided through fog or darkness to intercept and destroy the attackers. Any enemy aircraft which might penetrate our outermost defenses are detected by shore-based radar (F) and civilian Ground Observer Corps.





FAT-BODIED U.S.S. "ALBACORE," WITH HER FINLIKE DIVING PLANES RAISED, CHURNS UP A MISTY WAKE AS SHE HEADS OUT FROM SHORE TOWARD DEEP WATER

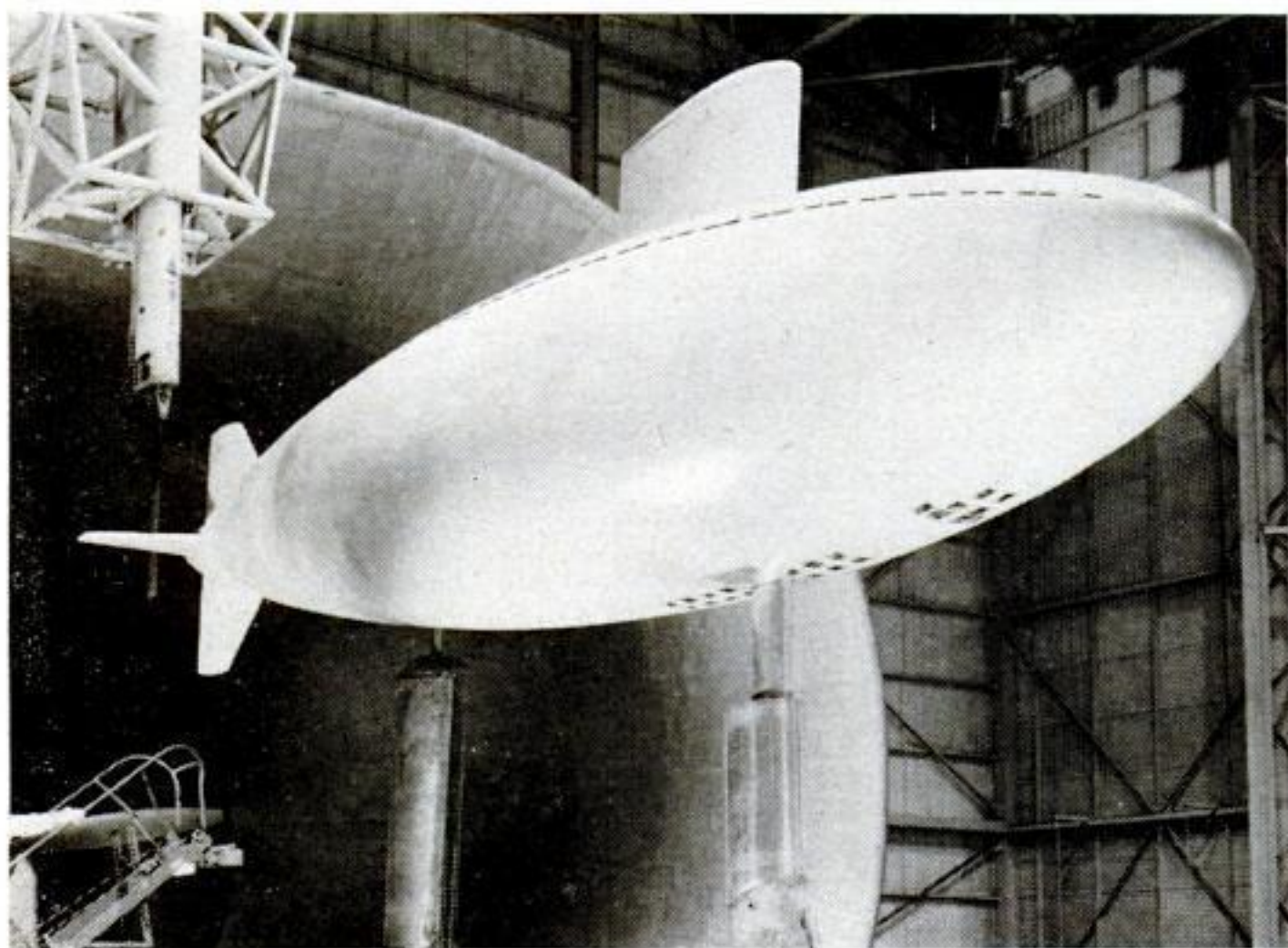
A TUBBY NEW LOOK FOR FUTURE ATOMIC SUBS

This pot-bellied hull, shown crudely shoving water aside as she runs to sea from the U.S. naval base at Portsmouth, N.H., is almost as awkward on the surface as a fisherman's rowboat. But under water she is the fastest, most maneuverable submarine in the world and her tubby shape is the shape of the submarine future.

Called the U.S.S. *Albacore*, she represents the second stage of the underwater revolution which began with the atomic-powered U.S. *Nautilus*. Previously, submarines were designed for surface cruising because

they had to spend a great deal of time above water recharging batteries.

But as soon as the *Nautilus* proved the feasibility of nuclear power to keep a submarine under water indefinitely, work on the *Albacore* was rushed. Having proved that the unique bomblike hull shape (*below*) will outperform any other undersea boat, the Navy revealed this week that it is "marrying" the *Albacore* to the *Nautilus* to produce a submarine which will operate almost exclusively under water. Construction of at least one such atomic submarine which will look like the *Albacore*, will begin soon.



BOMB-SHAPED MODEL of *Albacore* was tested in wind tunnel, like an airplane. Both air and water are fluids, although water is roughly 800 times denser, and the best air design (*i.e.*, this bomb shape) is also best for underwater vessels.



SHARP DESCENT during fast test dive tilts crewmen, who must brace themselves to avoid losing seats or footing. Officer with hands on wheel post (*right, center*) controls submarine with same wheel movements as used in an airplane.

Light up a Lucky—it's light-up time!

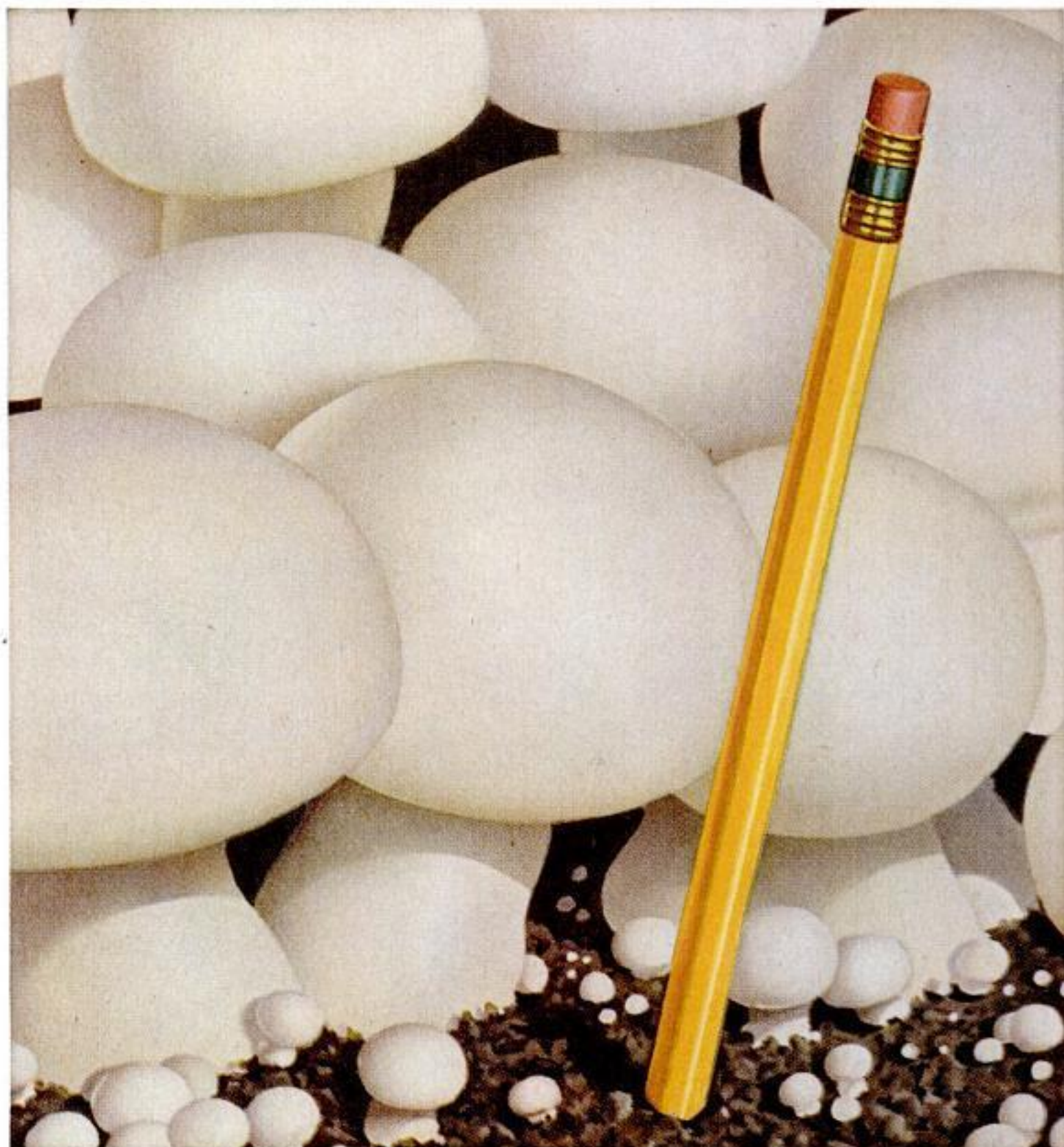


This Christmas give cartons of Luckies
LUCKIES TASTE BETTER

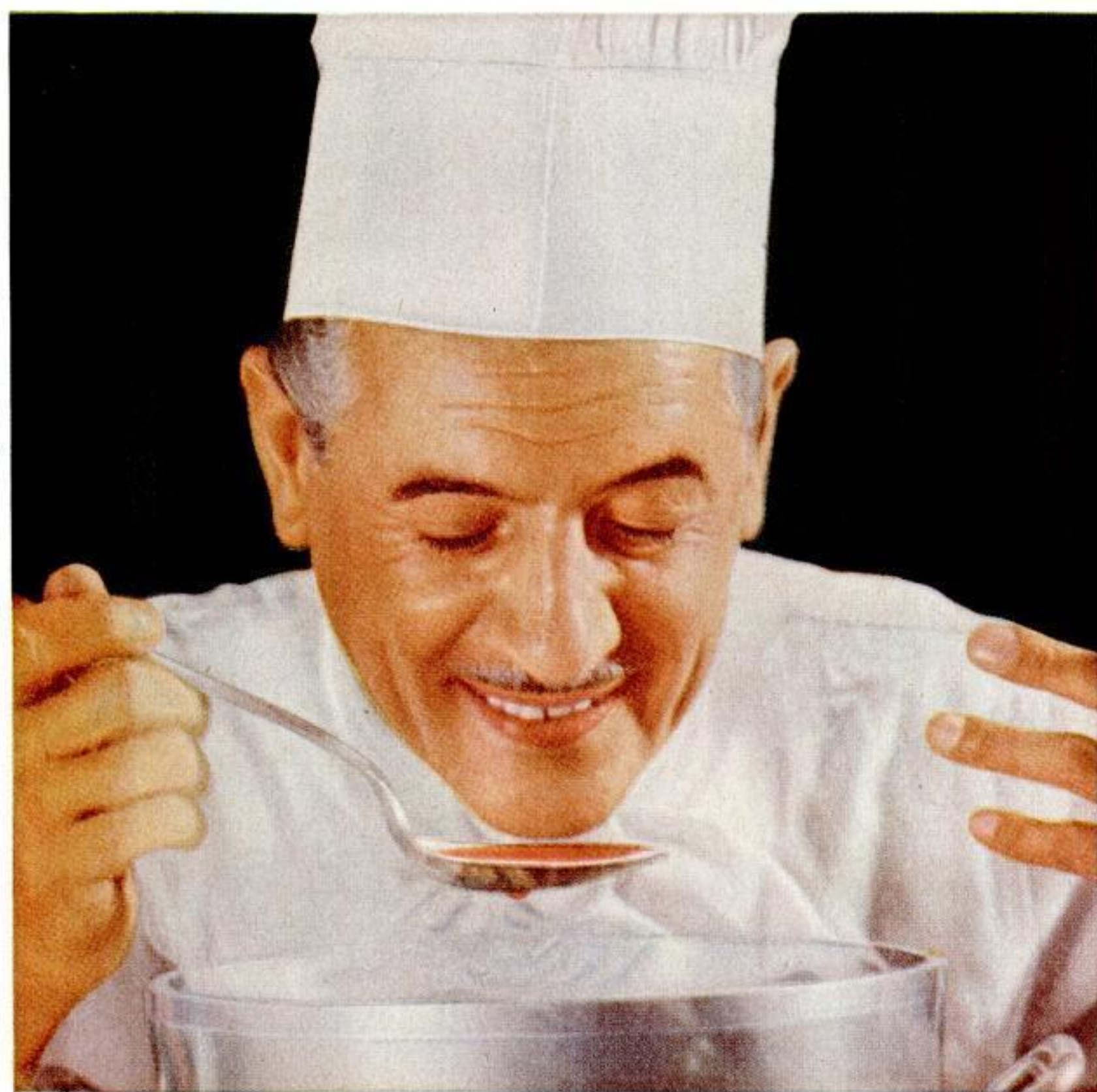
COPR., THE AMERICAN TOBACCO COMPANY



THE CAMPBELL TOMATO is the happy result of nine tomato generations of crossbreeding. It ripens from the inside out, so when it looks ripe on the outside, it is ripe all the way through. This means the grower can let it ripen on the vine to bring you the best in flavor and nutrition.



THE CAMPBELL MUSHROOM is pampered in a manner befitting this historic delicacy. Men with miners' lamps in their caps watch over it as it grows in the dark, guard it from chills and drafts, and see that it's gently ventilated. It takes all these pains to grow a mushroom worthy of Campbell's Cream of Mushroom Soup!

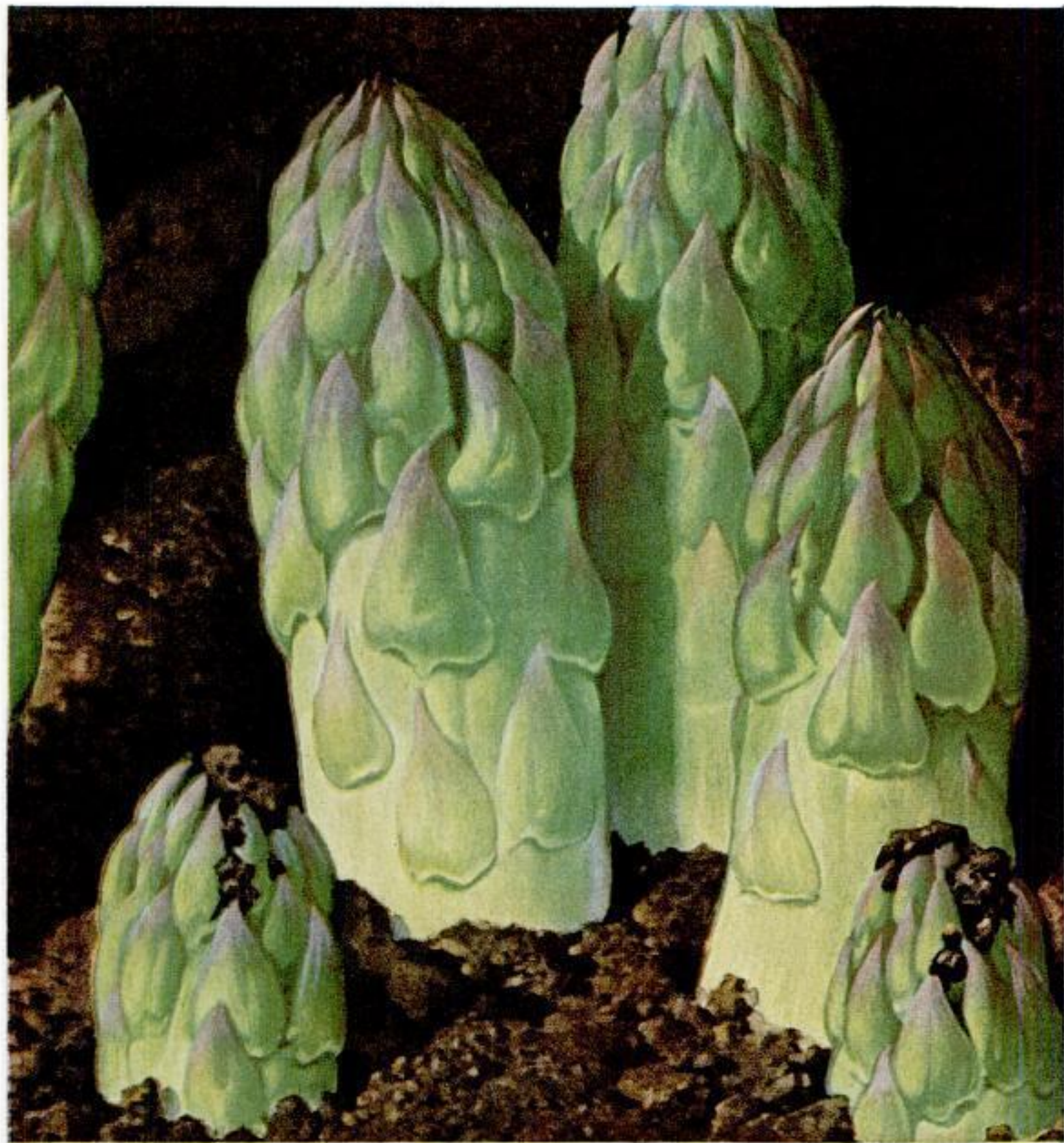


VOILÀ! Campbell's French Chefs are among the many experts at Campbell who make a career out of finding fault with things that most people find quite satisfactory. They often make over a hundred batches of soup before they hit the exact subtle shade of flavor that makes them say "Voilà" (In plain English "this is it").

Here you see just five of the many reasons why foods from the Campbell Kitchens always seem to taste so good. The idea is to start with the best ingredients, prepare them with more care than most good cooks have time to take in their own kitchens, and blend them as only

Camp





CAMPBELL ASPARAGUS is a plant-world prima donna. It has to be handled rapidly to preserve its delicate flavor because the flavor begins to fade a little the minute you break the stalk. So, very often Campbell Asparagus begins the day in the garden and ends it in a can of our Cream of Asparagus Soup.



SOME PEOPLE THINK we're terribly old fashioned because we still trim our vegetables by hand. We do it because every vegetable is different and we have yet to find a machine that can spot and remove every last little blemish as well as a keen-eyed, conscientious woman with a sharp knife can.

Campbell's skilled chefs can. Or to put it another way:

*"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation"*

bell's

*"To make the best, begin with the best—
then cook with extra care"*



Soups • Tomato Juice • Pork & Beans
V-8 Cocktail Vegetable Juices
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NEW IDEA!



READY TO SIGN AND GIVE!

Walker's DeLuxe comes elegantly gift-wrapped!

This impressive 7-year-old bourbon is ready to give the moment you choose it.

We've wrapped it in a magnificent gift paper designed expressly for you, with card attached.

No advertising or trade-marks—it's *your* gift wrap. This year, all Hiram Walker's finest liquors come gift-wrapped. At your liquor dealer's today—no extra charge.

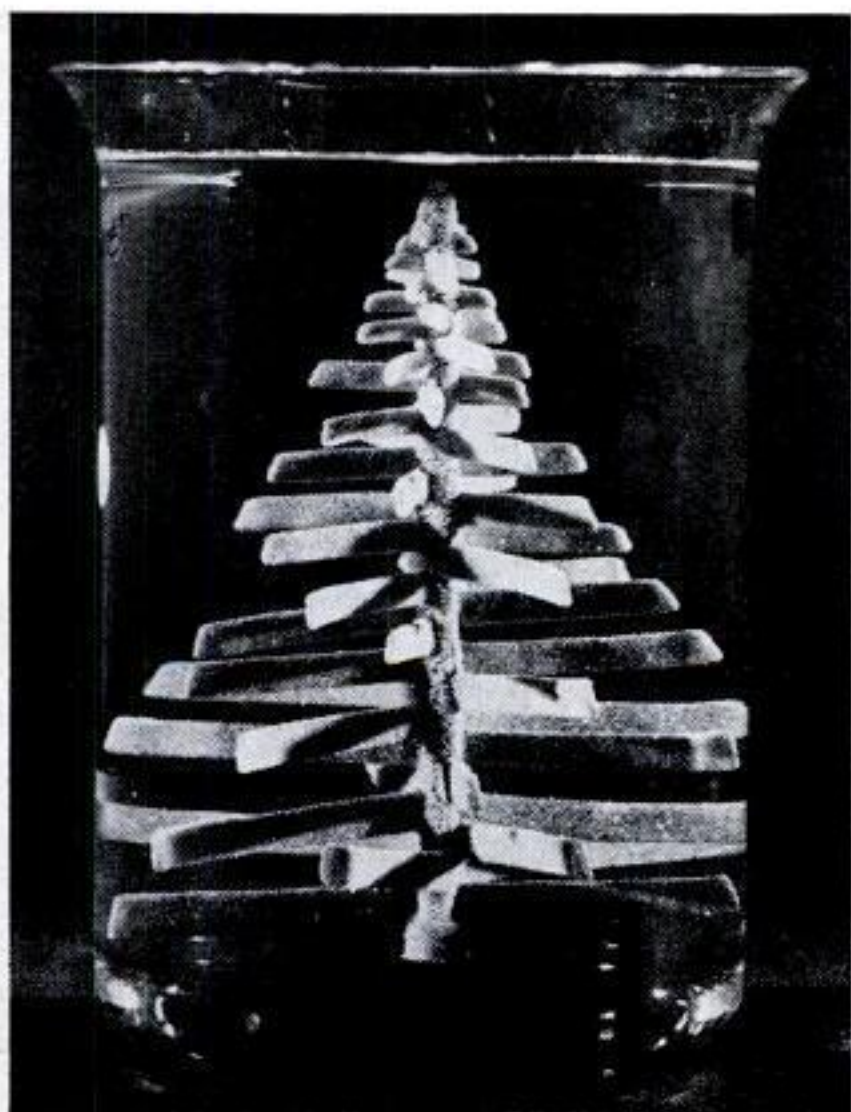
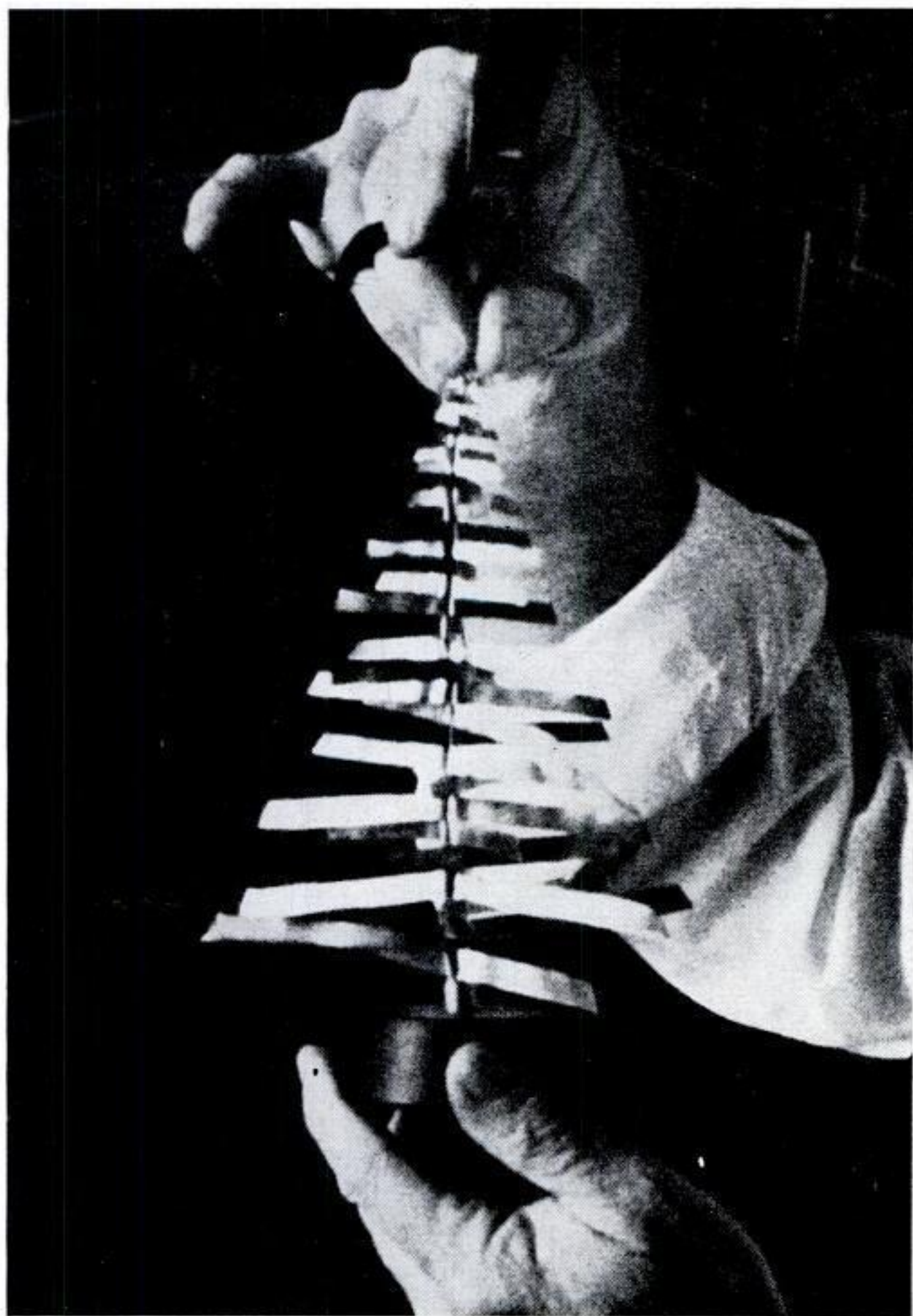
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CHRISTMAS CHEMISTRY

Lecturer conjures a snowy yule tree in a beaker

To hold the interest of freshman chemistry students at the University of Texas, Dr. William Shaw uses ingenious visual demonstrations. He saves his most picturesque trick for Christmastime, when attention wanders even further than usual. To prove that a chemically active metal replaces a less active one in solution, he places a miniature skeletal Christmas tree made of copper in a silver nitrate solution. The more active copper dissolves, replacing the silver in the solution. This forces the silver out in the form of crystals. First it lightly coats the copper (*bottom*) and goes on to transform the tree (*next page*).



COPPER TREE first is attached to its base before being lowered into silver nitrate solution. Tree is made from triangular copper sheet cut into horizontal strips which fold back to form branches.

FIRST FROST appears minutes after immersion, when silver crystals begin to form on the copper "branches" of the tree. The base consists of a rubber stopper which is unaffected by the reaction.

CONTINUED

N° 5 - GARDENIA - N° 22
BOIS DES ILES - RUSSIA LEATHER
PERFUMES: \$7.50 TO \$300.00 PLUS TAX
ECHOED IN TOILET WATER - EAU DE COLOGNE
SOAP - BATH POWDER - TALC
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THE MOST TREASURED
NAME IN PERFUME

CHANEL



SNOWY TREE SPARKLES WITH SILVER CRYSTALS AFTER HOUR IN BEAKER. TWELVE HOURS LATER COPPER IS NEARLY ALL DISSOLVED AND THE TREE WILL COLLAPSE

Reflects your good taste...

in giving...



A Christmas-wrapped box of fifty Dutch Masters to bring richer smoking pleasure to any man long after the holidays are over.



A gay holiday carton of twenty-five fine Dutch Masters... containing five individual packages of five cigars each.



In this season of good cheer, warm friends merit the gift of a truly fine cigar... a mild richer-tasting Dutch Masters. It's a thoughtful present that keeps on saying Merry Christmas with every wonderful, fragrant puff. This Christmas, give **Dutch Masters Cigars.***

The luxury gift for that special man... twenty-five Dutch Masters Crowns in their own handsome glass humidor to keep them always fresh, at home or in the office.



*These attractive holiday-wrapped Dutch Masters are priced to fit every budget.

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AN AMERICAN TRADITION...

Only the finest is fine enough for Christmas

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



Give **Seagram's** *and be* **Sure**
...OF AMERICAN WHISKEY AT ITS FINEST

Cooking champions say: "There never was anything like it before!"



Mrs. Merle E. Seaton, of Taylorville, Ill., top cooking champion in TWO states, has lost count of her blue ribbons. She says: "Whether I'm baking to exhibit or just for my folks, the cookies I get with golden Fluffo sure make a hit. People agree that they're the most delicious they ever tasted!"

"This fluffy-rich, golden-yellow shortening gives you
**a new kind
of cookies!**"

... better in every way than you could possibly make before!



She adds, "I like the way Fluffo handles... gives you a nice soft dough that's easy to work with..."



"And your cookies come out looking so pretty... you just know that golden color means they have a nice flavor all the way through. And they *do*—Fluffo cookies taste even better than they look!"

YES, the cookies you get from golden Fluffo really are a new kind of cookies—better looking, better tasting, better in texture... better in every way than any shortening ever gave you before!

That's because Fluffo is *different*! Even its color is different—golden-yellow. It's a wonderful new kind of shortening, blended by Procter & Gamble from better shortening ingredients, by an exclusive fluffing process. It's the finest shortening you can buy.

As cooking champion Mrs. Seaton says: "No other shortening makes food look and taste as downright *good to eat* as Fluffo! I wouldn't go back to white shortening for anything."

Use this fluffy-rich shortening with all your usual recipes—for a new *kind* of baking and frying. It costs no more than other leading shortenings. So digestible, too. The best cooks all over America are changing to Fluffo—*why not you?*



MRS. SEATON'S PRIZE-WINNING COOKIES

This recipe won her another blue ribbon last August! Makes BOTH drop and roll cookies in just one mixing! NOTE: Use Fluffo in all your recipes that call for shortening.

1 cup FLUFFO	1½ cups sugar	2 eggs	Blend Fluffo and sugar; add eggs and beat.
2½ cups sifted all-purpose flour			Combine flour, baking powder and salt; add,
1 tsp. baking powder	1 tsp. salt		blending well. Divide dough in half.

Roll Cookies: to one half dough, add 1 to 2 tsp. vanilla, orange, lemon or almond extract, wrap in waxed paper and chill thoroughly. Divide and roll, part at a time, on a well floured board to ¼" thickness. Cut and bake on greased baking sheet, 10-12 minutes at 375° F. Cool. Add icing if desired. Makes about 3 doz. cookies with average cutters.

Drop Cookies: to the other half of the dough, add ¼ cup milk, and your choice of:

- (1) 1 to 2 tsp. almond extract, ½ cup chopped shredded coconut — or —
- (2) 1 to 2 tsp. lemon extract, ½ cup each chopped dates and walnuts — or —
- (3) 1 tsp. cinnamon, ½ tsp. nutmeg, ¼ tsp. cloves and ¾ cup seedless raisins — or —
- (4) ¼ to ½ tsp. peppermint flavoring, ½ cup chopped pecans and 3 tbsp. cocoa, stirred into 3 tbsp. warm water.

Drop by teaspoons on greased baking sheet, bake as above. Makes 3-3½ doz. cookies.

Procter & Gamble's new kind of shortening. . .

GOLDEN FLUFFO

ALL-PURPOSE SHORTENING, NOT A TABLE SPREAD (Yellow from pure carotene)

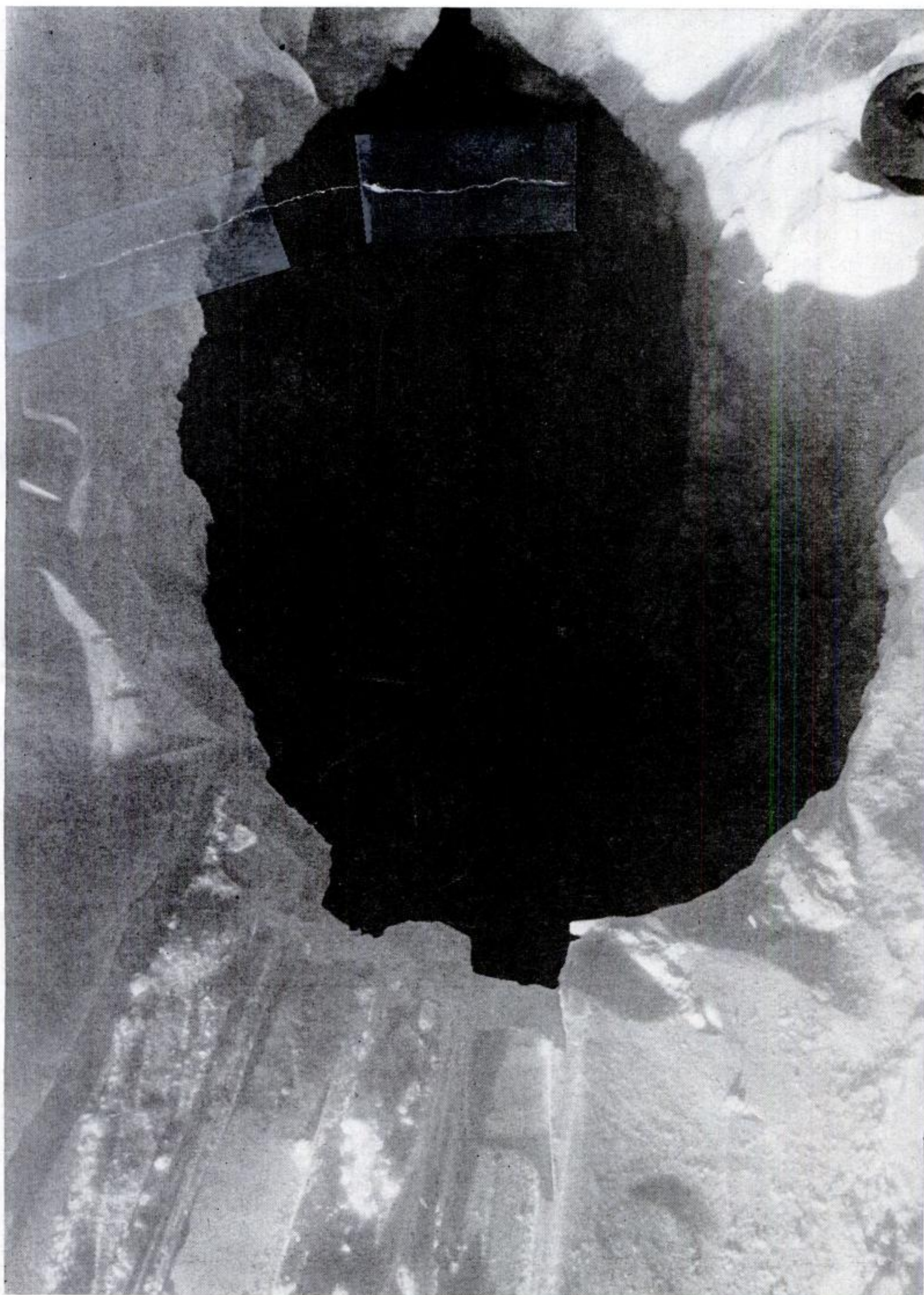
©1955, The Procter & Gamble Company

MOUNTAIN CLAIMS A FAMOUS CLIMBER

With Maurice Herzog, Louis Lachenal in 1950 conquered Mt. Annapurna and almost died in the descent. He returned to gentler mountains, the Alps in his native France, as a ski instructor. Last month, testing a slope, he came unknowingly to a snow bridge, a light snow covering over a deep crevasse. The bridge gave way and Lachenal's body hurtled down, breaking on the rock and ice. Next day, when Herzog came to recover his friend's body, icy tracks marked the path that took the brave mountaineer to his death.



THE VICTIM, Louis Lachenal (at left), waits with Herzog (right) in 1950 before assault on Annapurna.



SKI TRACKS LEAD TO HOLE WHICH WAS COVERED WITH LIGHT BRIDGE OF SNOW WHEN LACHENAL CAME DOWN SLOPE



NEW
BROMO QUININE®
GUARANTEES
YOU MORE
COMPLETE RELIEF
than any other
cold remedy!

Unlike aspirin and other less effective remedies, new Bromo Quinine is a *real* cold tablet. Its exclusive medicinal formula now contains an amazing new Citrus BioFlavonoid—plus the five potent cold-fighting ingredients that have made Bromo Quinine so famous. It now guarantees the most complete relief possible from *all* these cold miseries:

1. Runny or stuffy nose
2. Headache
3. Muscular aches and pains
4. Fever
5. Temporary irregularity

NEW BROMO QUININE—with a Citrus BioFlavonoid—is specifically designed to help relieve more cold symptoms than any other leading product.

HERE'S NEW BROMO QUININE'S AMAZING GUARANTEE:

If you have ever bought any cold remedy
—at any price—that brought you:

- MORE COMPLETE RELIEF
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- LONGER-LASTING RELIEF

... simply return the unused tablets and
your money will be promptly refunded.



When you've got a real cold—
get a real cold tablet

BROMO QUININE



AT MIDNIGHT ON CHRISTMAS EVE, DEER PAY HOMAGE IN THE FOREST TO CHRIST

Christmas Legends

THE WONDROUS TALES COME FROM MANY LANDS

Painted for LIFE by JAMES LEWICKI

THE story of the Nativity is set down in a few short chapters in the Gospels of St. Matthew and St. Luke. But through the ages it has been lovingly embellished by a host of legends until today the Christmas stories are a great treasury of folk tales.

On these 12 pages James Lewicki has painted for LIFE a few of the Christmas legends which have become traditional in many lands. Most of these tales originated before the printed word could capture them to shut off further imagination, and so were passed down from generation to generation by word of mouth, enriched with each retelling. It took Mr. Lewicki two years to research and paint this colorful anthology.

Each incident in the biblical account of the Nativity has its accompaniment of folk tales—Mary and Joseph's journey to Bethlehem, the mystic events on the night of the Nativity, the Holy Family's flight into Egypt. But many Christmas legends

wander far from the Scriptures, telling of miraculous happenings which revealed the divinity of the Christ Child. Some tell of elfin beings and others of animals and flowers that pay homage to Christ.

The painting shown above depicts one such legend about animals, which is the only native American folk tale of Christmas in the collection. On Christmas Eve, goes the story told by Christianized American Indians, deer kneel in the forest to honor the Christ Child.

According to an ancient English legend, St. Joseph of Arimathea, in whose tomb Jesus was laid away, brought the Holy Grail to England and planted his hawthorne staff in the earth near Glastonbury. It took root, became a tree and bloomed every Christmas thereafter in honor of the Nativity. Slips were taken from it, replanted in many other places and forevermore, so holds the legend, hawthornes all over England (*left*) bloom on Christmas Day.



CHRISTMAS HAWTHORNE



THE CHERRY TREE. This tale tells how Joseph becomes convinced that the child his wife carries is the Son of God. En route to Bethlehem to pay taxes, Mary and Joseph come upon a cherry tree, its branches laden with fruit. Mary, heavy with child, looks longingly at the cherries that

are quite beyond her reach. She begs Joseph to pluck some so that she can quench her great thirst.

But Joseph, impatient to get on with the errand and fearful of delay, declines, saying, "Come on, Mary. I tell you gently that if we do not reach yon city we may be blamed."

Then Mary asks God's help. Instantly the sturdy tree bends its laden branches to her.

While Mary plucks cherries the remorseful Joseph falls reverently to his knees to beg forgiveness for refusing to grant so simple a favor. He understands now the miracle of her child.

CONTINUED



THE TALKING ANIMALS. On the night of the Nativity, so goes this story, there are wondrous occurrences as God's creatures rejoice in the great tidings.

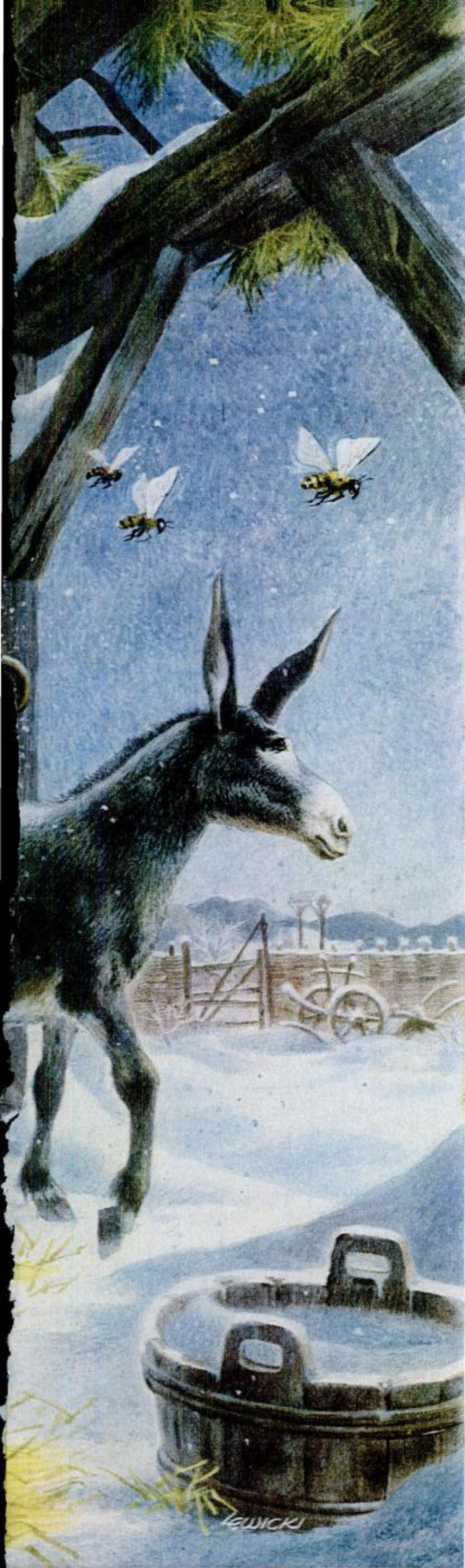
It is the proud cock who proclaims the news to his friends gathered in the barn on this winter's night. Hopping

to a high perch so that he may command the attention of all, the cock tells what he has learned.

"Christ the Savior," he crows, "is born this night!"

Incredulous, the raven flies down from a rafter and asks: "When?"

"This night!" says the rook, as

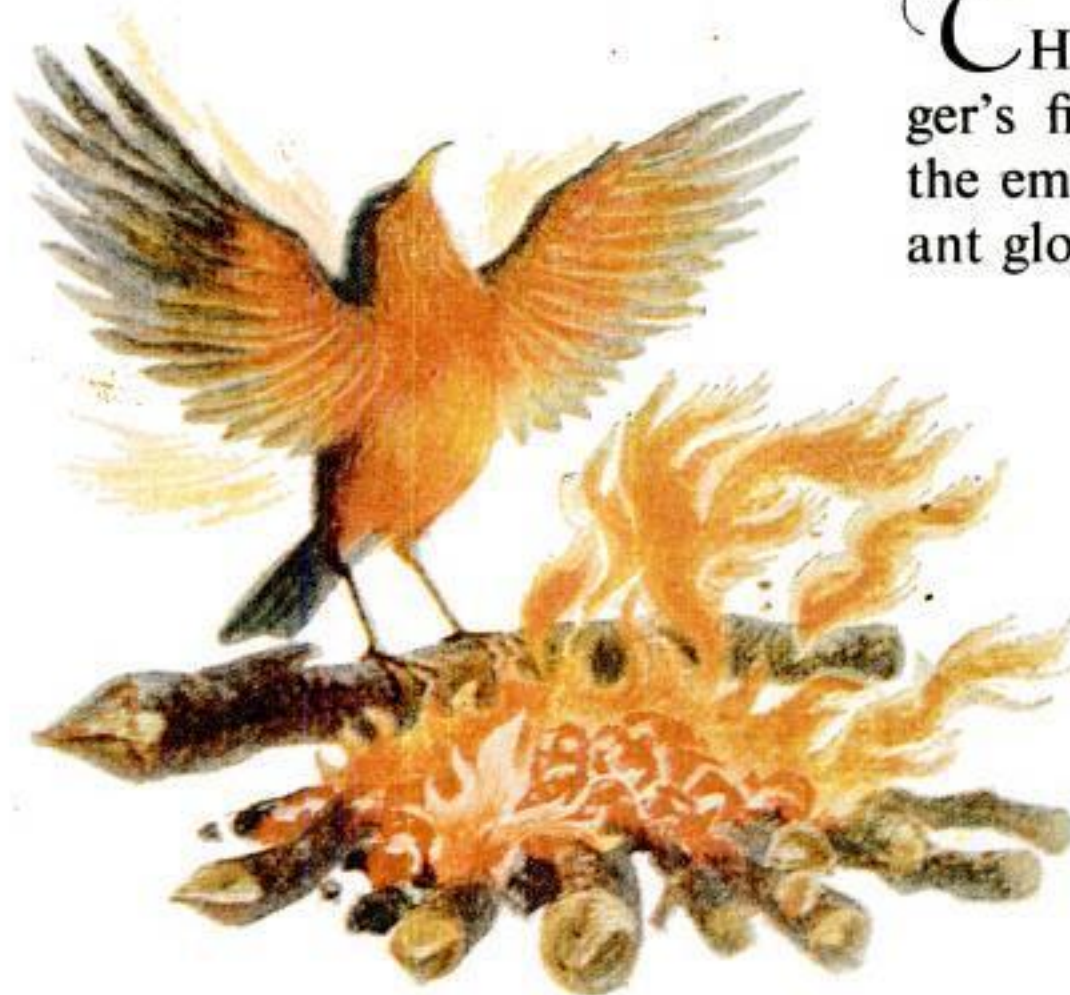


he repeats the words of the rooster.
 "Where?" asks the ponderous ox.
 "Bethlehem," the sheep bleats in reply.
 "Let us go!" brays the ass.
 And as they all travel together toward Bethlehem the bees sing a carol that all bees will hum forevermore.



MANTLE OF FIRE. Seeking to bring warmth to Mary and the Christ Child on a cold night, Joseph leaves the stable. In his search for live coals he comes upon three shepherds huddled around a fire on a hillside. The shepherds are perplexed that their dog does not challenge the stranger.

With their permission Joseph takes some coals, piling them onto his cloak. The cloak, incredibly, does not burn. He departs. Then they see a shower of stars and an angel bids them go to the stable. There they find the Christ Child basking by a fire on the cloak, which is still unscorched.



THE ROBIN. To keep the manger's fire going, a heroic bird fans the embers with its wings. The radiant glow turns its breast forever red.

THE NIGHTINGALE. Each night Mary sang the babe to sleep. But one night the babe was restless. Sleep came when a nightingale joined in the lullaby, and a grateful Mary endowed all nightingales with her lovely voice.



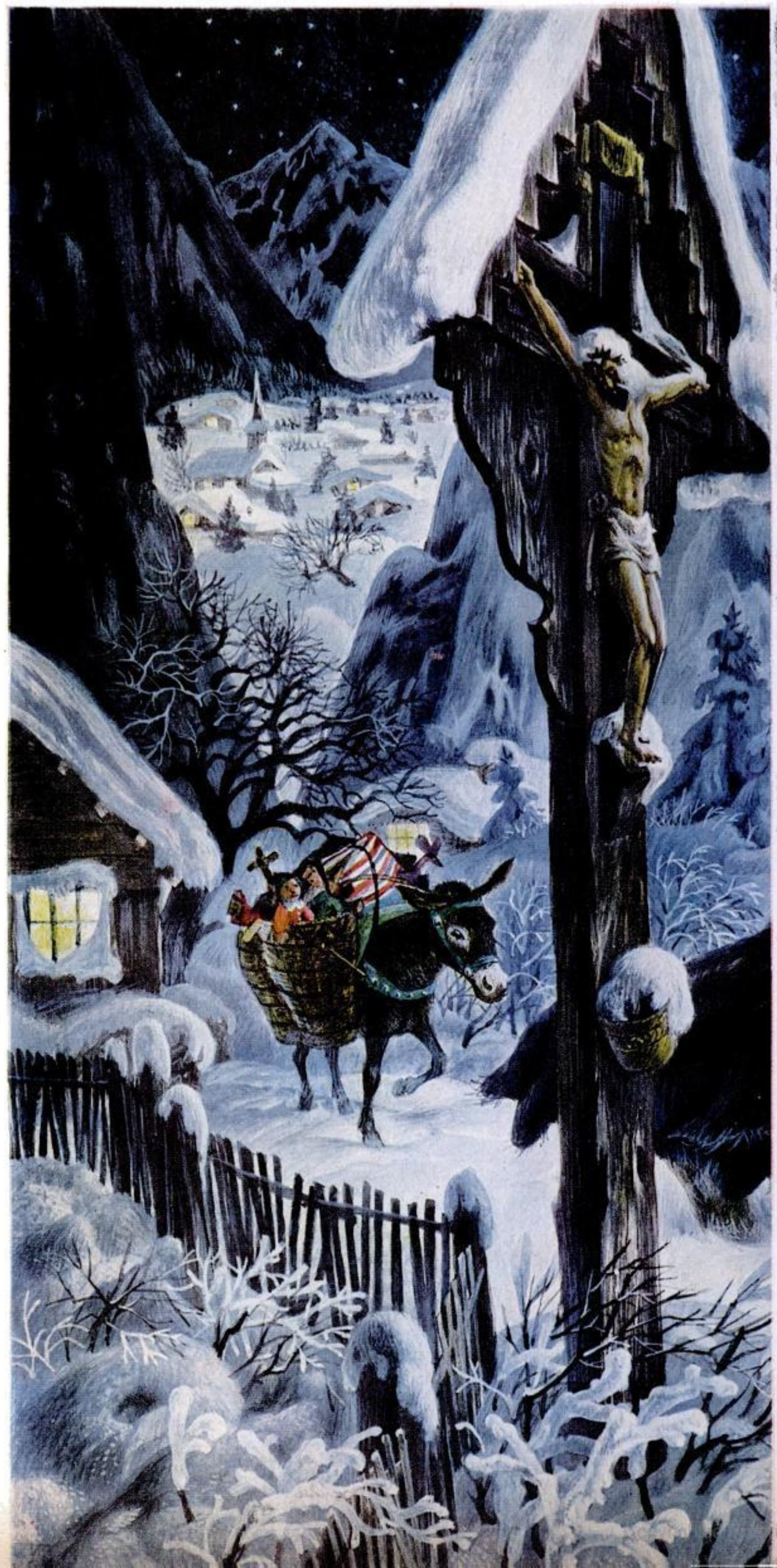
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JULE-NISSEN. The hero of this story is a whimsical brownie (left) who lives in the attics of Danish houses. He is a pixy and must be appeased lest he play mischievous tricks in the house and barn. Woe to the household that does not set out, on Christmas Eve, a bowl of his favorite dish, Yule porridge. On Christmas morn, when children find the cat purring contentedly close by Jule-nissen's empty bowl, they accept this as proof that the cat has witnessed his feast.

BEFANA. La Befana, a corruption of the name of Epifania, is a wandering old crone, a kind of Santa Claus for Italian children. She makes her rounds at Epiphany, 12 days after Christmas. Once she lived in a lonely cottage on a caravan route. One night the Three Wise Men come by, following a bright star, and stop to ask directions to Bethlehem. Before they depart they mention that they are taking gifts to a newborn babe, but do not elaborate. Then a shepherd stops by and tells her the babe is the Son of God. He urges her to go see for herself. But La Befana is busy with her household chores, and by the time she has loaded her shoulder pack and donkey with gifts the shepherd is out of sight.

Unable to follow the trail, she has been going into houses at Epiphany ever since, giving to all children in the hope that some day she will find the right child. But to bad children La Befana gives only ashes and switches.



THE CALLICANTZARI. Peasants in some sections of Macedonia fear the dreadful Callicantzari, ferocious supernatural beasts that wander upon the land from Christmas until the 12th day after. The Callicantzari demons are said to rob, assault and crush all who cross their paths. It is wise to get a priest to come with a sprinkling vessel to chase them away. It also is a good precaution to paint black crosses on doors, windows and chimneys where a beast might enter.





ANGEL'S GIFTS. A heavenly rather than an elfin figure like Santa Claus is credited with bringing anonymous gifts to children on Christmas.

ST. CHRISTOPHER. A powerful young giant named Reprobatus once searched for the strongest master to serve. He seeks out the devil but finds that this sinister individual has a weakness: he fears the Cross. Reprobatus goes on with his search. One day he carries a child across a river on his shoulders. Amazed at the child's great weight, he comments on this and is told: "I bear the sins of the world." Realizing that his passenger is the son of God, Reprobatus serves him thenceforth and is known as Christopher, the Bearer of Christ.





ST. NICHOLAS. This beloved Christmas legend is derived not from the Nativity but from the generous deeds of a great and kind man who lived in the Fourth Century. Many are the tales of Nicholas, Bishop of Myra in Lycia. One concerns a merchant who had lost his fortune and

could not give dowries to his three daughters. Hearing of their plight and knowing that they would not be able to marry, Nicholas rides past their house one night and tosses a sack of gold through a window into the room where the girls are sleeping. This provides a handsome dowry for the eldest

girl, who is able to make a highly suitable marriage. The following year Nicholas repeats the deed for the second girl, and a year later does it for the youngest. Thereafter Christmas gifts from unknown sources were said to come from St. Nicholas, who became known also as Santa Claus.

CONTINUED



A MIRACULOUS HARVEST. This is the story of the thwarting of Herod's plan to kill the Christ Child lest his own throne be threatened. Fleeing before Herod's soldiers, the Holy Family comes to a field where a farmer is sowing grain. Not wishing the man to tell a lie, Mary bids him

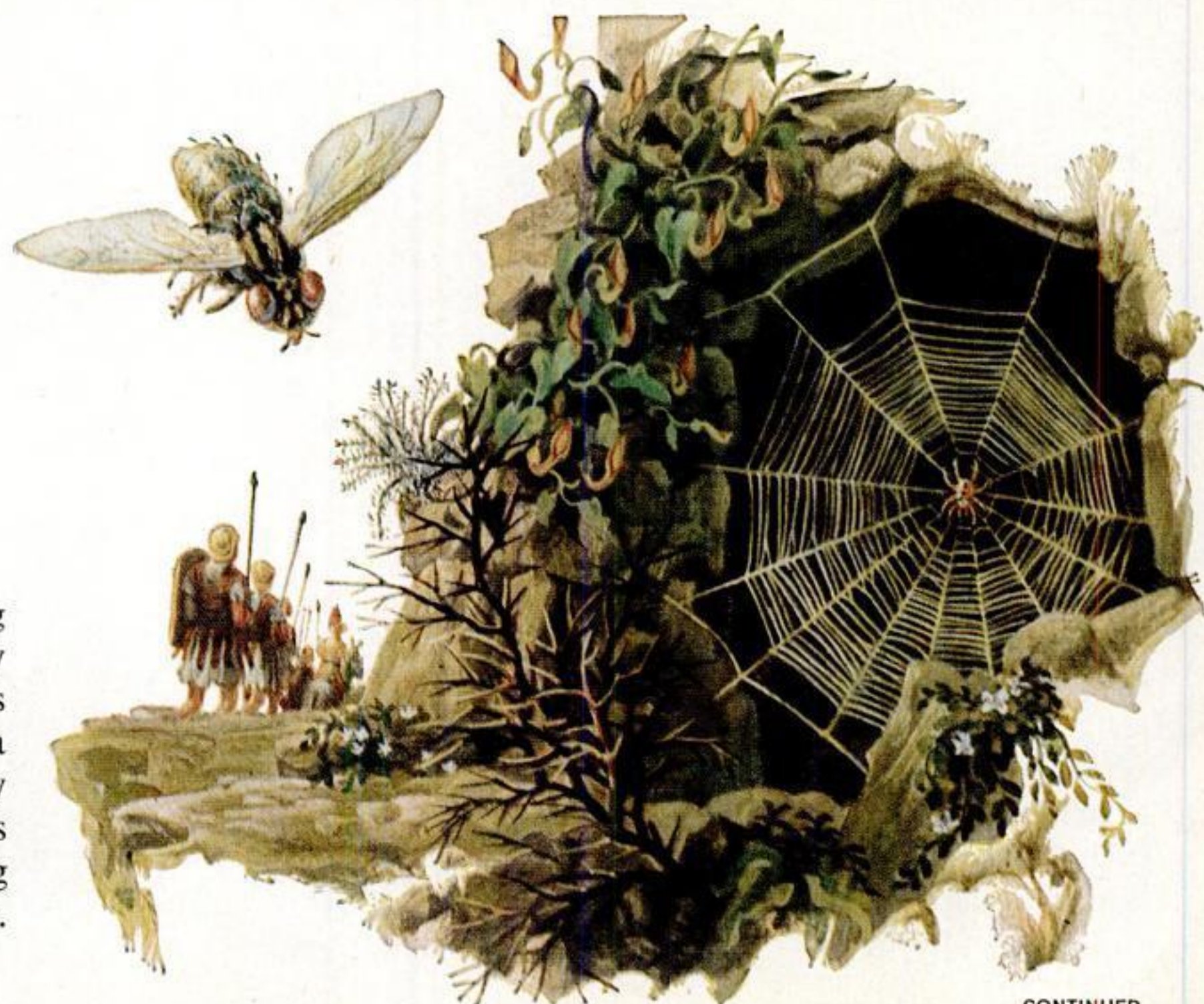


*H*EROD'S ROOSTER. It was a rooster, according to one legend, that convinced Herod of the truth of the Wise Men's report that a great king had been born. Herod scoffs, saying that if the news were true the roasted cock on his table would crow. As Herod gapes, the bird stands and crows.



tell the soldiers the truth, namely that he had seen the family pass as he was sowing his field. The family moves on and instantly the grain comes to full ripeness. When the soldiers arrive and hear the farmer's story, they turn back because they naturally assume the family had gone by months before.

THE FLY AND SPIDER. Fleeing before Herod's soldiers, the weary Holy Family pauses to rest and falls asleep. The soldiers approach, but a fly awakens Joseph and the family hides in a cave. Then a spider spins a web across its entrance, convincing the soldiers no one has gone inside.



CONTINUED

THE LITTLE STRANGER. In this story (below) lies one of many origins of the Christmas tree custom. A poor woodman and his family dwelt in a cabin in a desolate forest. One cold Christmas Eve, as they huddle around their fire, there comes a knock at the door. Looking out, they are astonished to see a child standing alone in the snow. Although they have little enough food for themselves, they cheerfully take the child in, prepare him a hot meal and give

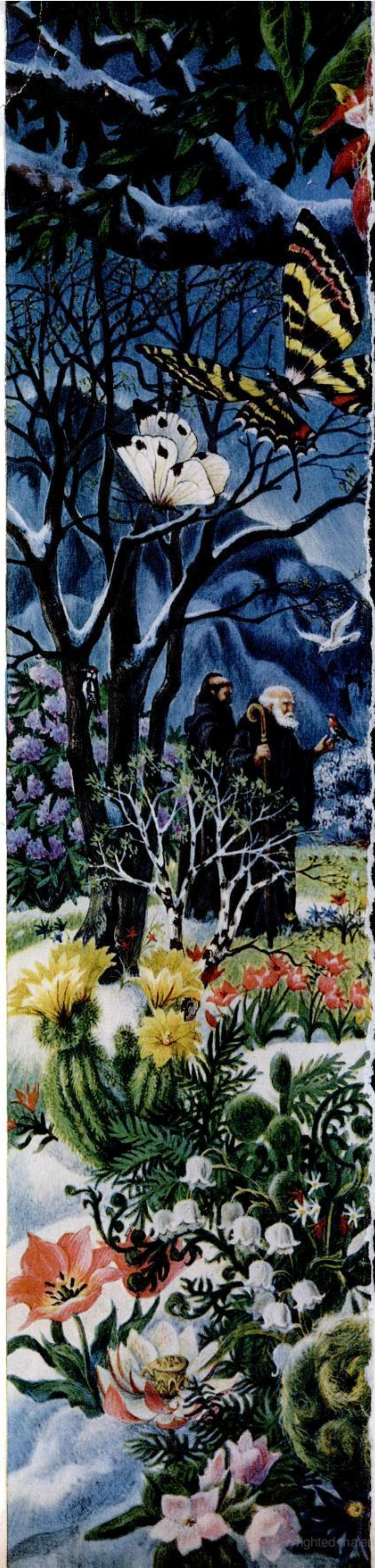
him a warm bed. Later in the night they are awakened by lovely music. Looking out, they again behold the child standing in the snow but now in splendid, princely raiment. A chorus of angels is singing and the family knows that this is the Christ Child. He tells them that in return for what they have done he will plant before the door a fir tree that will always bear fruit on Christmas. The gay decorations on Christmas trees symbolize the fulfillment of the prophecy.



THE CHRISTMAS ROSE. A band of robbers lives in hiding in the great Göinge forest in Sweden. One summer day the matriarch of the clan ventures out of the forest and stops at a monastery. She tells a kind old monk, Abbot Hans, of the wondrous flowers that bloom miraculously in the forest on Christmas Eve and invites him to come to the hideout to see them. The abbot later tells his bishop who, though skeptical, promises a pardon for the outlaws if the abbot can bring back proof.

On Christmas Eve the abbot and a lay brother go into the forest. Bells begin pealing and the woods burst gloriously into bloom. Insects and

birds soar in warm breezes and a dove lands on the shoulder of the lay brother. Horrified, he orders it to return to Hell, which he believes to be the source of the strange happenings. The blooms fade and the earth takes on its winter cover. The abbot reaches hastily for a withering plant, and as he clutches it, he falls dead. The lay brother carries him back to the monastery. In the abbot's hand are two root bulbs. They are planted at the monastery, and the next Christmas Eve they blossom, giving the bishop the proof he required for the pardon. There are no more miracles in the forest, but each year thereafter the Christmas rose blooms.







"Old times there are not forgotten"

Come aboard — rare pleasure ahead...

Listen! Paddle wheels splashing through rippling moonlight . . . soft strains of *Dixie* . . . tinkling glasses . . . "Southern Comfort." Discover for yourself this rare adventure in drinking. Down through the years its popularity continues to grow, for one reason—no other liquor tastes so *deliciously different*!



The finest taste of the Old South lives on in

SOUTHERN COMFORT®
always a welcome gift

IN HIGHBALLS, COCKTAILS, OR ON-THE-ROCKS...MAKES DRINKING A REAL PLEASURE!



SUPERSONIC BAIL-OUT

A nine-month scientific study reconstructs a pilot's historic ordeal

With limbs wildly flapping, a figure in a jet plane ejection seat hurtled over the Mojave Desert last month. It was only a dummy, but one designed to duplicate the posture of a human body. The test it was undergoing at Edwards Air Force Base was part of a massive scientific inquiry into the historic feat of a 30-year-old flier—George Smith, the only man who has made a low-altitude bail-out at supersonic speed and lived to tell about it.

Last February Smith was test-flying a new F-100A Super Sabre jet for North American Aviation. At 35,000 feet his plane nosed over and began to dive. Frantically Smith fought the controls. But the jet only dove more steeply, gathered speed and plunged toward the Pacific.

Through his headphones Smith heard a pilot in another jet nearby yell, "Bail out!" At 7,000 feet he released the

cockpit canopy. He heard a thunderous roar which froze him with terror. He cannot remember squeezing the trigger which catapulted him into space. The last thing he remembers is reading his speed: Mach 1.05—1.05 times the speed of sound—777 mph at that altitude.

Minutes later Smith's bruised, bloody, almost lifeless body was rescued, less than a mile from shore. Freed from his ripped parachute, he was rushed to the hospital where he lay unconscious for six days, hovering on the verge of death but somehow miraculously surviving. During the following months, while Smith was recovering under the eyes of a dozen specialists, North American engineers pursued a painstaking investigation. Their goal was to reconstruct every detail of Smith's accident and find how to increase the chance for survival in jet-age bail-outs.

CONTINUED



TELLTALE SLICK shows where plane hit water, 1,580 yards offshore. Picture, taken by a witness to

the crash, enabled engineers to locate the wreckage after they had spent 12 days in fruitless search.

RECORD OF A ROUGH DESCENT

Only half a second after Smith's ejection the doomed jet's silver tail flashed past within murderous inches of his racked body (*right*). How close he came to death in that moment was revealed as North American's engineers proceeded with their tabulations.

It was a major task in itself to assemble all the information they needed. The plane had shattered into myriad fragments (*next page*). They had eyewitness accounts and Smith's dim recollections mumbled mostly in delirium. Of particular value was the evidence recorded on Smith's own body which showed where he had been hurt most: in his face with its eyeballs red with blood from ruptured vessels, and in his belly with its seriously injured viscera. By

an exhaustive mathematical analysis they managed to reconstruct every crucial instant of his descent (*drawing at right, opposite page*).

Barely missing the plane's tail was only one of a series of lucky events which brought Smith through. They still do not know how he managed, when he shot out of the cockpit, to survive the four-ton air blast slamming into him and decelerating him with a force 23 times the pull of gravity. His parachute ripped as it broke the fall of his plummeting body. His Mae West never inflated, and he might have drowned if a breeze had not bellied out his parachute and kept him afloat. His final stroke of luck was landing within 75 yards of a boat with an ex-Navy rescue specialist on board.



BATTERED FACE is swollen one day after bail-out as Smith lies unconscious in Hoag Memorial Hospital, Newport Beach, Calif. Tube leads through his nostril to clear intestine paralyzed by injury.

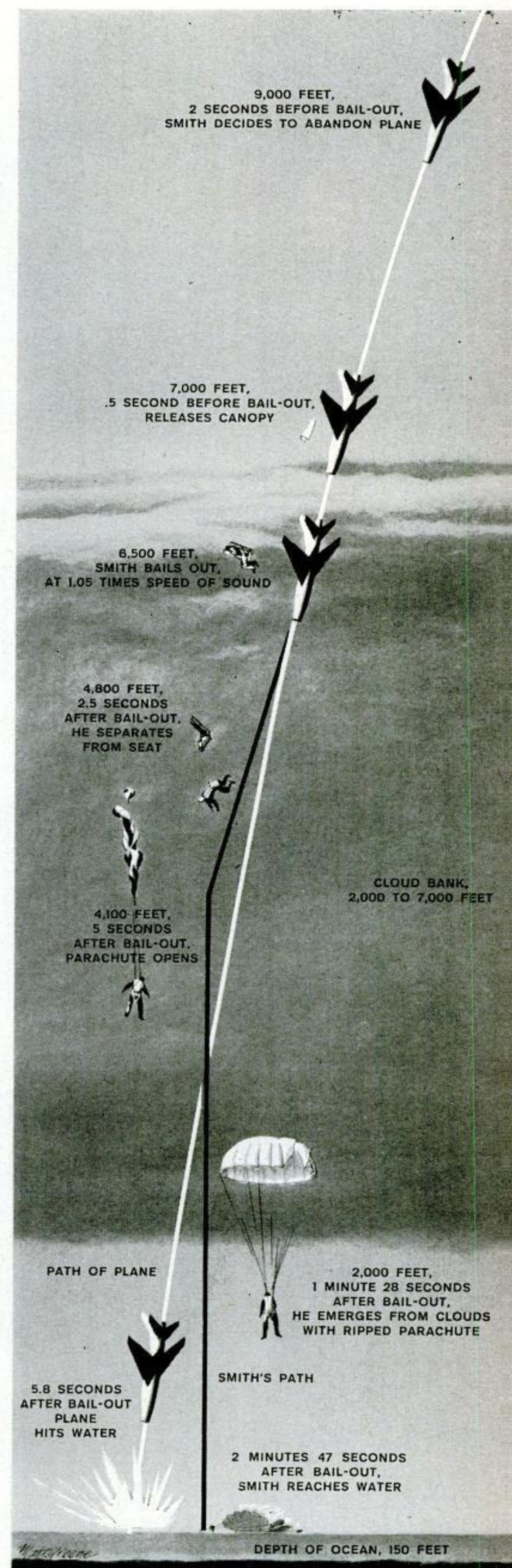


SWOLLEN INTESTINE, revealed by X-ray, was result of abdominal injury. Abscess formed around a wounded section. As it healed, scar blocked intestine, and fluids and gases backed up, distending it.

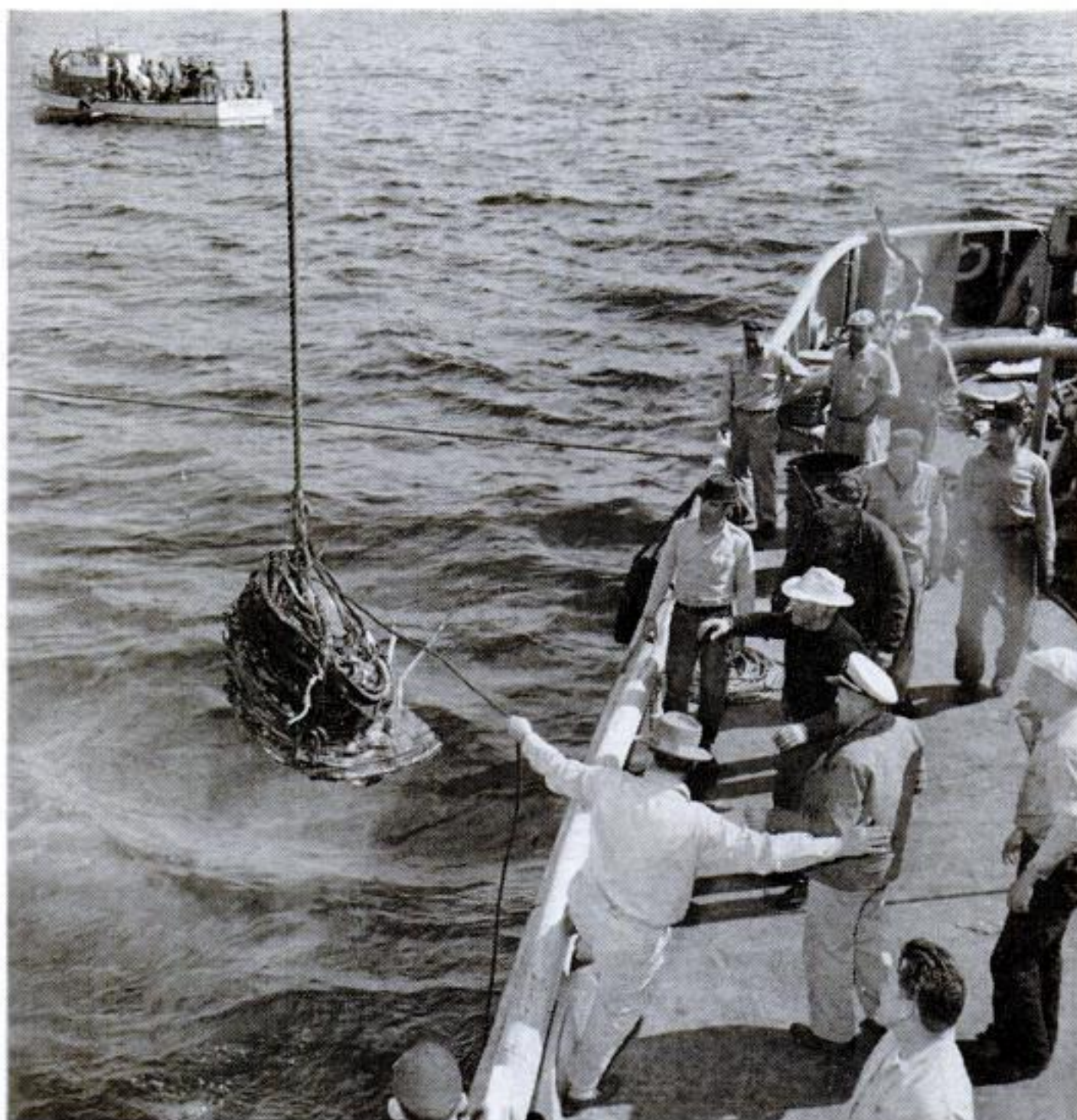
DRAWING BASED ON STUDY OF BAIL-OUT SHOWS SMITH DROPPING BACK TOWARD THE JET'S ONRUSHING TAIL →



Walter Richard

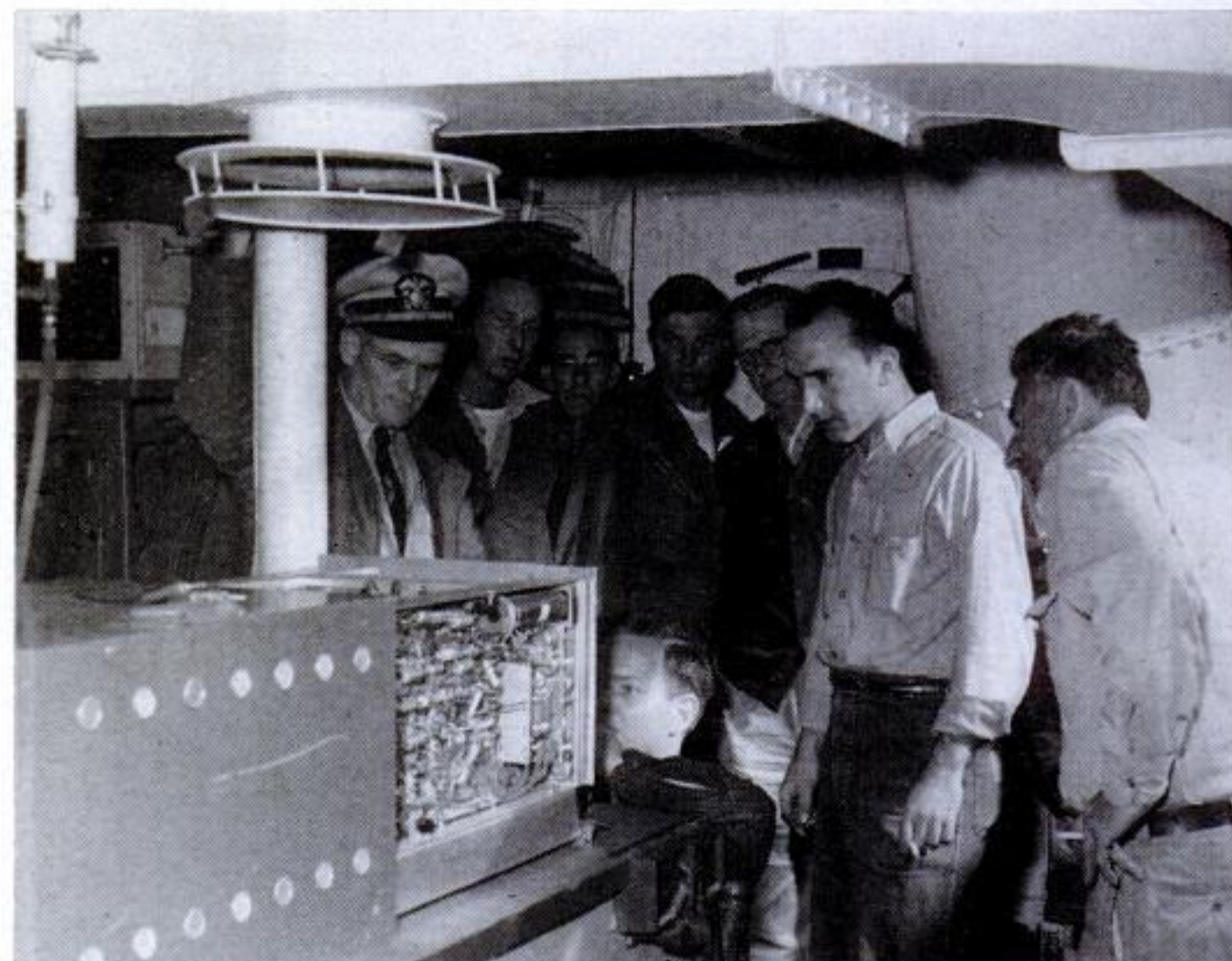


SEQUENCE OF BAIL-OUT is shown in diagram. The plane dived 28,500 feet before Smith finally bailed out. Later from his hospital bed Smith deliriously muttered, "It was like hitting a stone wall. It hurt. God, it hurt!" His parachute jerked his unconscious body with a force of one ton when it opened. Had he waited four seconds longer, he would have been too low for the parachute to have opened at all. Though the strain it took on opening ripped it dangerously, the parachute eased him safely the rest of the way down to the ocean where, 50 seconds later, he was rescued from the choppy water.



CRUMPLED ENGINE of jet, hauled from ocean floor, was biggest piece salvagers found. Smallest pieces were sucked up by a kind of underwater vacuum cleaner.

PLANE'S REMAINS IN MYRIAD PIECES



SEARCH BY TV was carried out with an underwater camera lowered to scan the ocean floor for fragments while technicians on salvage ship watched TV screen.

MORE THAN 44 BARRELS OF FRAGMENTS, ACCOUNTING FOR 89% OF THE JET, WERE GATHERED FROM THE SEA BOTTOM. IN 33 DAYS 57 DIVERS MADE 321 DIVES



CONTINUED

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It's the genuine premium beer!
Brewed for quality... never for price.



The Beer that Made Milwaukee Famous

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Pepsi-Cola refreshes without filling

HAPPIEST SEASON of the year! Season of friendly visits, of family reunions, of hearty hospitality.

And happier than ever *this* year for the modern hostess, because hospitality is no longer the burden it used to be.

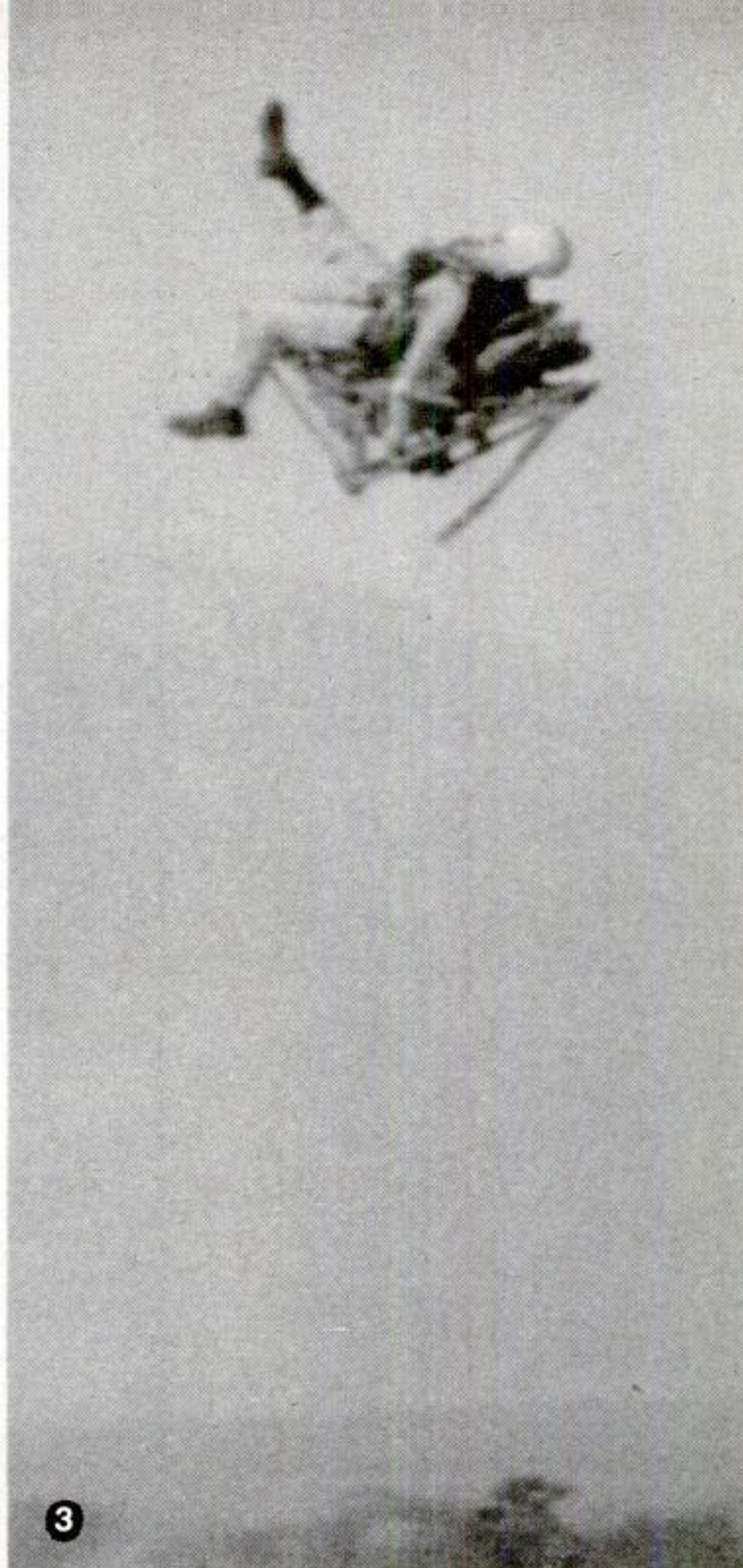
It no longer means the old endless number of heavy, elaborate dishes, hard to prepare. Today's figure-conscious people prefer lighter, less filling food and drink.

Including Pepsi-Cola, now more popular than ever because, in keeping with modern taste, today's Pepsi is reduced in calories, never heavy, never too sweet.

Write down plenty of Pepsi, the modern, light refreshment, on this holiday's shopping list. It refreshes without filling.



The Light refreshment



A MOCK SMITH HITS MACH 0.8

To test their calculations of Smith's descent, North American engineers re-enacted the bail-out last month, using a high-speed test sled at Edwards Air Force Base near Los Angeles, Calif. Into the ejection seat they strapped a rubber and steel dummy of Smith's weight and proportions. Inside, the dummy bristled with instruments to measure and transmit the immense stresses it would endure.

With 39 cameras spaced along the track ready to record every instant, the sled thundered off with the dummy in the cockpit and two experimental helmets mounted on either side of the cockpit. A short way along the track the dummy shot from the sled (1). Hurling above a cloud of dust and smoke, it rocked over onto its head (2) during the first .68 seconds. After .76 seconds it had been twisted (3) around, probably by the wind pressure on its flailing arms and legs. Half a second later the dummy was tumbling wildly (4), heading unexpectedly for a steel tower. It struck the tower and broke.

The test, the first of a series, was marred by one other unexpected failure. The dummy was ejected prematurely at only 630 mph—Mach 0.8, eight tenths the speed of sound. But it enabled North American engineers to confirm many of their calculations. It also provided them with a valuable set of pictures and statistics which will help them design better ejection equipment to make supersonic bail-out safer.

Make friends with Martell



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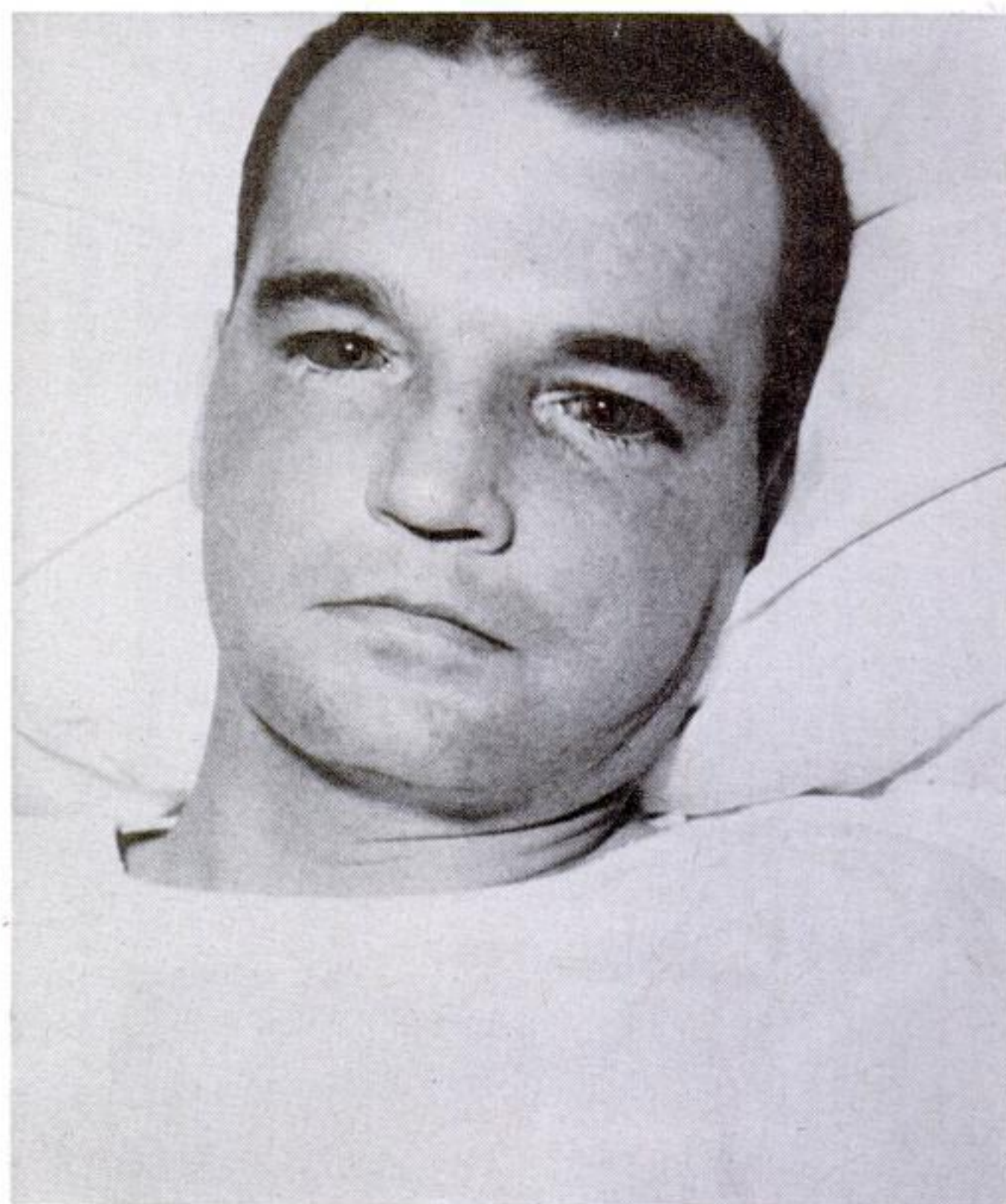
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BAIL-OUT CONTINUED

BEFORE THE BAIL-OUT
George Smith, here shown in front of an F-86 Sabre jet, weighed a husky 215 pounds. A World War II flier, Smith has been a top North American test pilot for more than four years.



NINE DAYS AFTER the bail-out, Smith gazes wanly from hospital bed, face still swollen and his eyes bloodshot. Although hemorrhages in his eyes left him with some blind spots, he still has 20-20 vision.



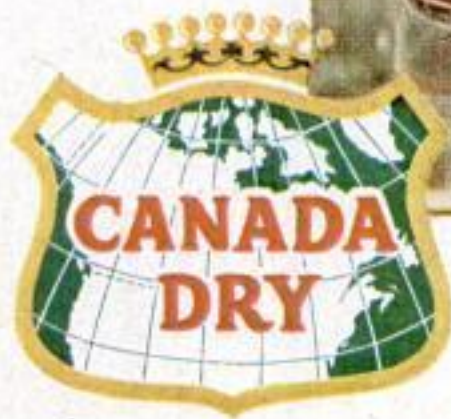
NINE MONTHS AFTER, Smith is back on his feet but has lost 40 pounds. He is not yet allowed to fly jets, only propeller-driven planes. He has also tested a new F-100 flight simulator to be used in training.



GOWNS BY CHARLES JAMES

A MIXER FOR EVERY TASTE

Canada Dry makes all your favorites — Ginger Ale, Club Soda, Quinine Water, Collins Mixer, Hi-Spot, Lemon Soda and Spur Cola.



Holiday time . . . *is Canada Dry time!*

This is the time when people, conversation and drinks *sparkle*. Particularly drinks. Because what Canada Dry Club Soda does for Scotch and soda is monumental. It gives life and freshness that last and last. And what Canada Dry Ginger Ale does for a rye or bourbon highball makes highball history. Because it *blends* so well, it brings out the full, deliciously light flavor of your highball. Same with gin-and-tonic . . . only Canada Dry Quinine Water's delightful, bitter-sweet taste does your drink justice. The point is, Canada Dry makes a mixer for every kind of drink . . . and Canada Dry makes all drinks taste better.

THE FLAVOR YOU LIKE • THE NAME YOU KNOW



*Canada's and
Elegant
... both by*

12 Year Old Bourbon in golden Jewel Case! Luxurious case contains two bottles of rare, costly Schenley Champion "12". Available on special order only. Ask your retailer.

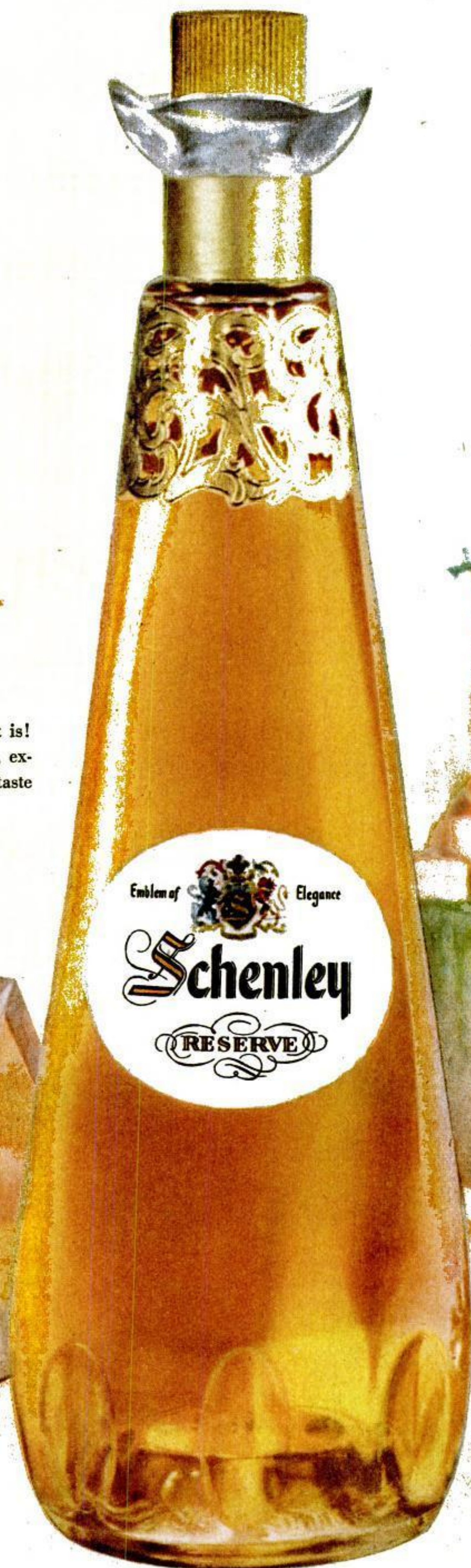
Imported Canadian in a handsome COCKTAIL SHAKER! Of the 2 great Canadian whiskies, O.F.C. is the 1...for lightness, for elegance. Your friends will enjoy the whisky—and use the cocktail shaker for years!

America's most gift whiskies **Schenley**

This is the time for Elegance! And here it is!
Gleaming decanters...bright gift boxes...new, ex-
citing gift ideas! Gifts of good taste for every taste
...from Schenley!



New gift idea! Attache case (and similar use-
ful gift items) holds Schenley Golden Age Gin
and a variety of whiskies. Order at your retailer's.



Elegant decanter at a pop-
ular price! An original DuPre
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of the whiskey within—Schenley
Reserve. Exclusive 4-way pour-
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Limited supply.



Toast Merry Christmas with Mulled Virginia Dare Wine

Surprise your friends with the glowing excitement
of Mulled Virginia Dare Wine—it sure tastes good

ONE of the pleasantest ways to add warmth and excitement to your Christmas Party this year is to serve Mulled Virginia Dare Wine. Just imagine plunging a red-hot poker into a hot mug of Mulled Virginia Dare Wine and serving it to an honored guest!

The complete recipe for Mulled Virginia Dare Wine is on the right. But we offer you two warnings: first, be sure a steady and reliable hand guides the poker and, second, be equally sure that only Virginia Dare Wine is used.

We guarantee nothing if another wine is substituted. We guarantee a Merry Christmas if you rely on smooth Virginia Dare Wine. And a Happy New Year, too.

Serve it again

VIRGINIA DARE
WINE

GARRETT & CO., INC., N. Y.

Mulled Wine Recipe

Make a syrup by boiling the following ingredients for five minutes:

1 cup of sugar, ½ cup of water, 2 sticks of cinnamon, ½ lemon, sliced, 2 dozen cloves.

Strain syrup and add 4 cups of hot fruit juice (orange, lemon, or pineapple). Heat but do not boil 1 quart of Virginia Dare Red Wine. Combine the wine and the fruit juice and keep hot in double boiler. Serve in porcelain or pewter mugs or a regular drinking cup, and re-heat each serving by thrusting red-hot poker into the mug.



WRITHING WITH AGONY, PLAY'S HERO (BEN GAZZARA) IS HELD BY BROTHER WHO QUIETS HIM WHEN CRAVING FOR DRUGS CANNOT BE SATISFIED

Film, Play on Addicts

From two directions the problems of drug addicts hit the entertainment world. Broadway offered an engrossing new play, *A Hatful of Rain*, whose hero is an ex-G.I. victimized by dope peddlers. From Hollywood came an impressive new movie, *The Man with the Golden Arm*, whose hero, acted by Frank Sinatra, is an ex-addict who succumbs again. The film

kicked up a rumpus when the Motion Picture Association of America refused to approve it because it dealt with the taboo subject of drug addiction. United Artists resigned from the association and will show the movie anyway. Meanwhile *Hatful* was sold to 20th Century-Fox for \$250,000, which indicates confidence that the ban against the subject will be lifted.

IN A FIT OF CRAVING, THE MOVIE'S HERO (FRANK SINATRA) BITES TOWEL TO HELP HIM THROUGH TORMENT WHEN HE IS DEPRIVED OF DOPE



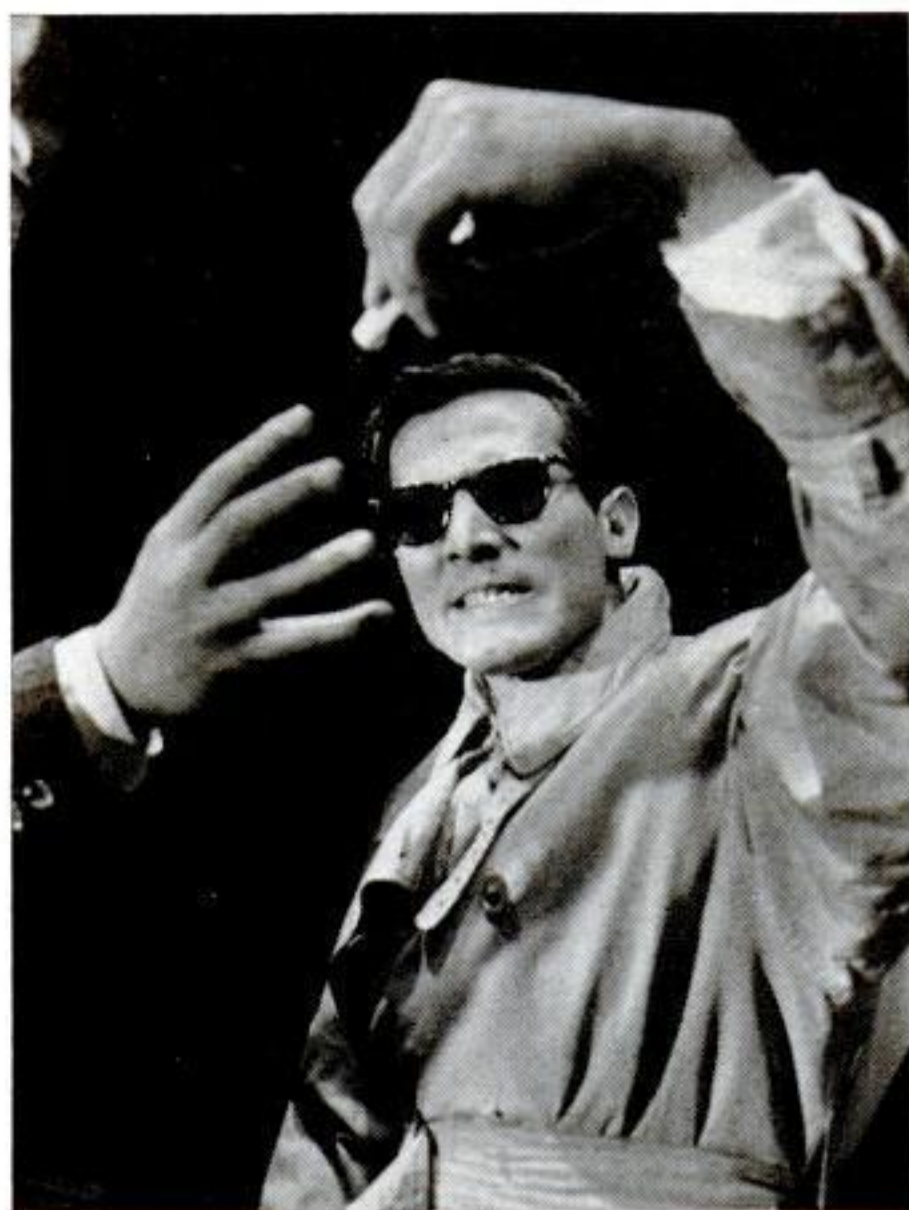
FAMILY WOES IN PLAY



WORRIED WIFE of drug addict (Shelley Winters) hurls water at his drunken brother (Anthony Franciosa) who, to be kind, has secretly been buying husband's dope.

DOPE PUSHER (Henry Silva) is a dandy named Mother. He dangles morphine in a package above reaching hand of Johnny, the crazed addict who is too broke to buy the dope.

TOUGH ADDICTS, led by Mother, invade Johnny's living room, trying to collect money from him. With them comes a blond addict, who tags along for thrills, lolls on the bed.



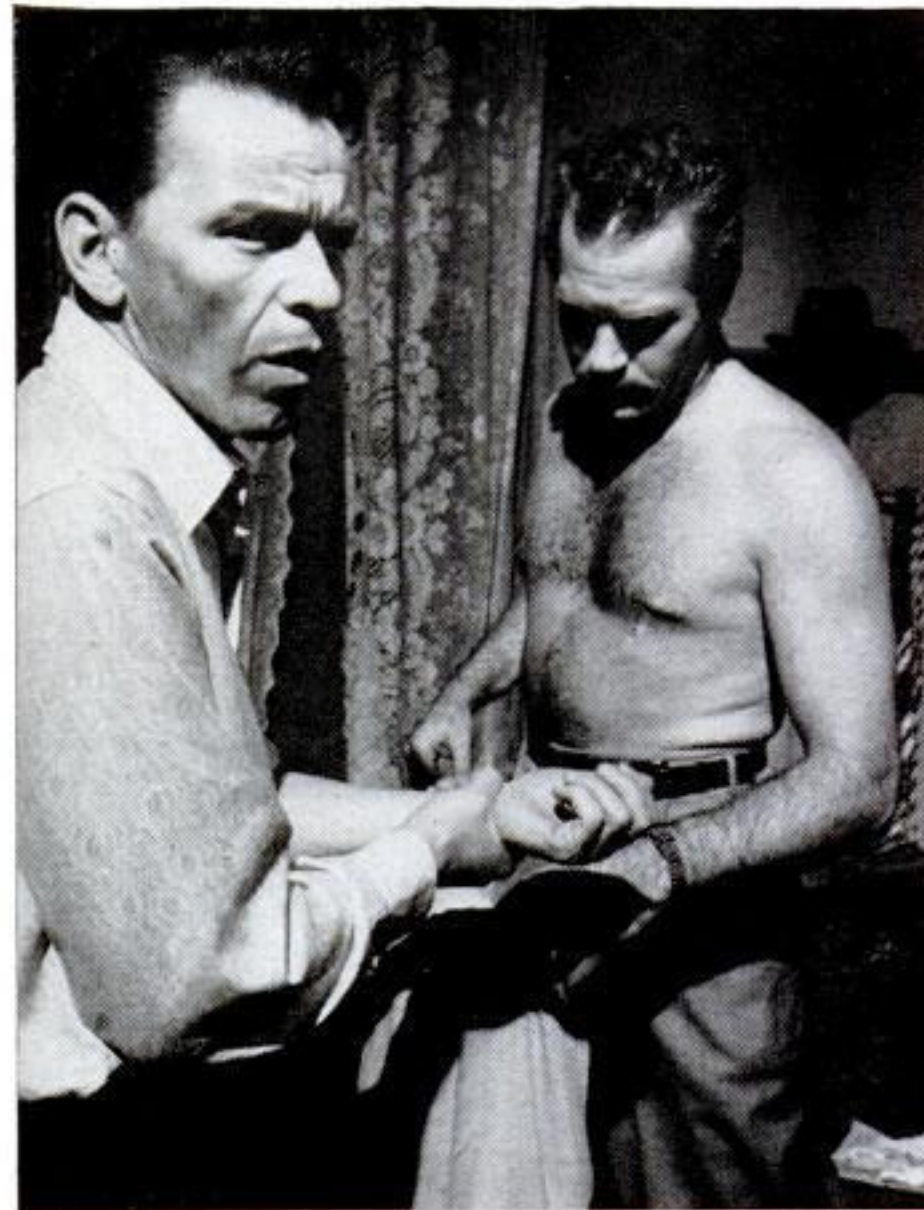
UNDERWORLD IN MOVIE



SAD SWEETHEART (Kim Novak), who works in tawdry nightclub, sees that her friend Frankie (Frank Sinatra) is back on the dope because pupils of his eyes are contracted.

DOPE PUSHER (Garren McGavin, right) will not sell any dope on credit to Frankie, who wants to give up drugs but needs to buck himself up to apply for a respectable job.

A TOUGH GAMBLER (George Mathews) beats up Frankie, who is a professional dealer in a big-money underworld poker game and is forced by his boss to cheat at his job.





MORGAN
DENNIS -

Looks like a "Black & White" Christmas

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BOTH SHOWS END ON HOPE



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SUNSWEEET PRUNE JUICE



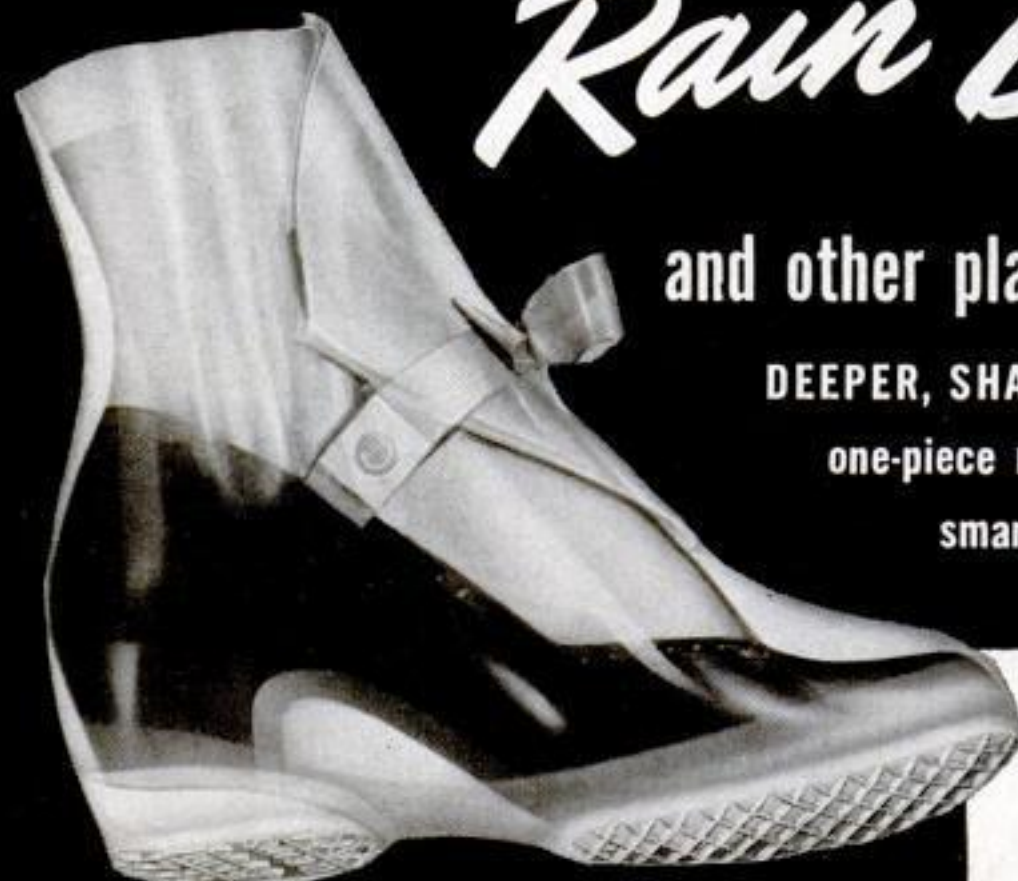
there's a **difference**
between a **TIGER** and a **REINDEER**
and there's a **big difference...**

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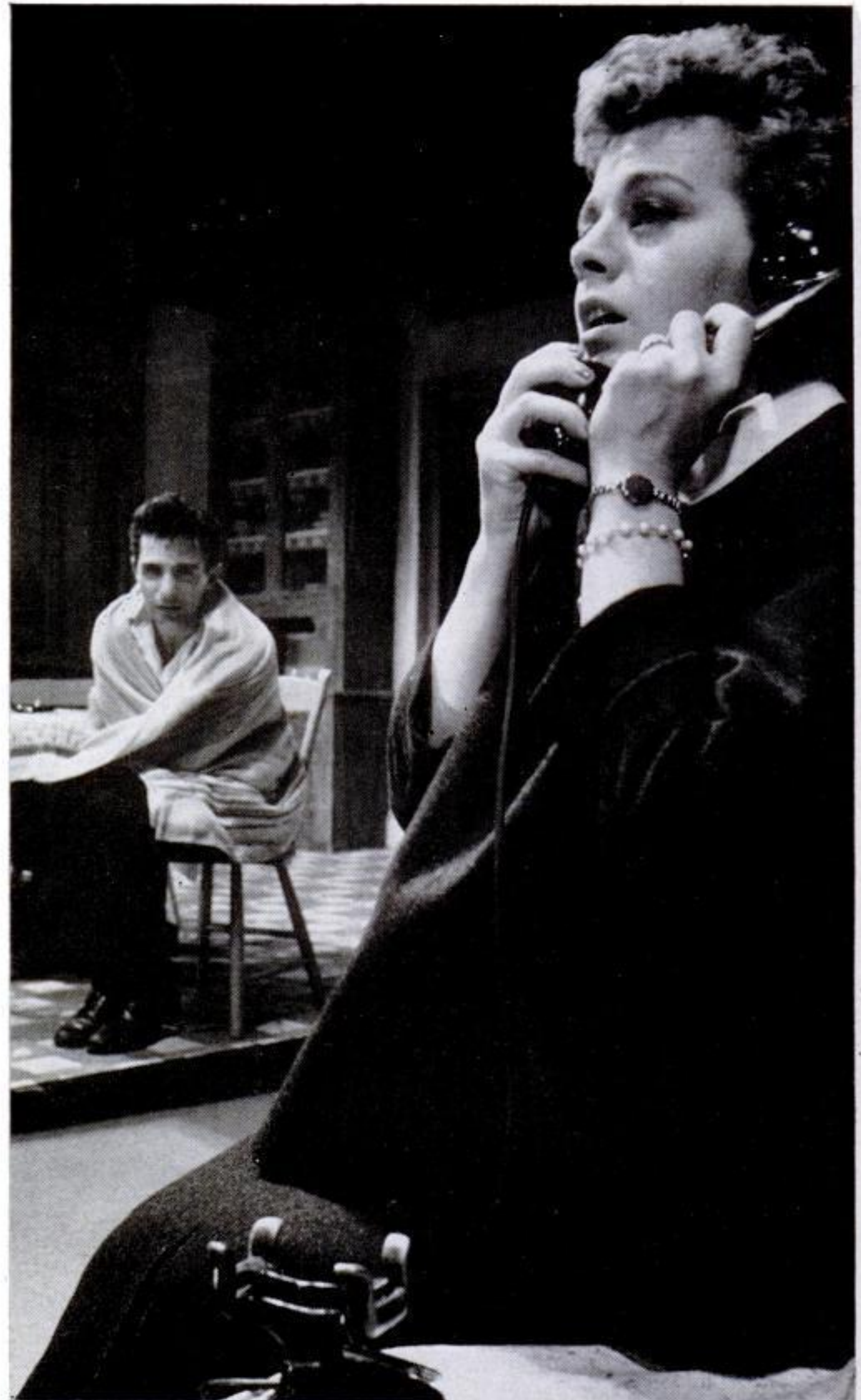


FASHION FIT
for high and Cuban heels



LUCKY SALES CO., INC.

NEW YORK
CHICAGO
LOS ANGELES



SUDDEN COURAGE moved Johnny in play to confess his addiction to wife and authorize her to phone hospital where he may be cured. In first dramatic Broadway role, Shelley Winters proved a surprisingly skillful, moving actress.



SHEER WILLPOWER moves Frankie in film (which is based on famous novel by Nelson Algren) to lock himself up while he has spasms of acute craving. Helped by self-control and Molly's love, he gains strength to fight drug.

1. Pour 2 quarts of eggnog mix (as supplied by your dairy) into punch bowl.
2. Stir in a fifth of Bacardi, light or dark.
3. Now the secret that will get real raves from your guests is to fold in a pint of stiffly whipped cream, and then chill for at least 3 hours in your refrigerator to "marry" the ingredients.
4. Top individual servings with light sprinkling of nutmeg and serve. Traditional, jolly and delicious. Serves 8 people three times!

Now a brand-new easy way to
make a perfect **Bacardi Eggnog!**



**TERRIFIC IDEA FOR MAKING
A PRODUCTION OF IT!**

Put 50-lb. cake of ice in "tray" made of Reynolds Wrap. Chip out a hollow in the top. Then set a Pyrex or metal bowl (kept filled with hot water) onto the ice until bowl sinks to depth shown. Makes a magnificent centerpiece, and it keeps your Bacardi Eggnog perfectly chilled for hours!

This 14-piece punch bowl set sells for less than \$5.00 at your local department or houseware store.



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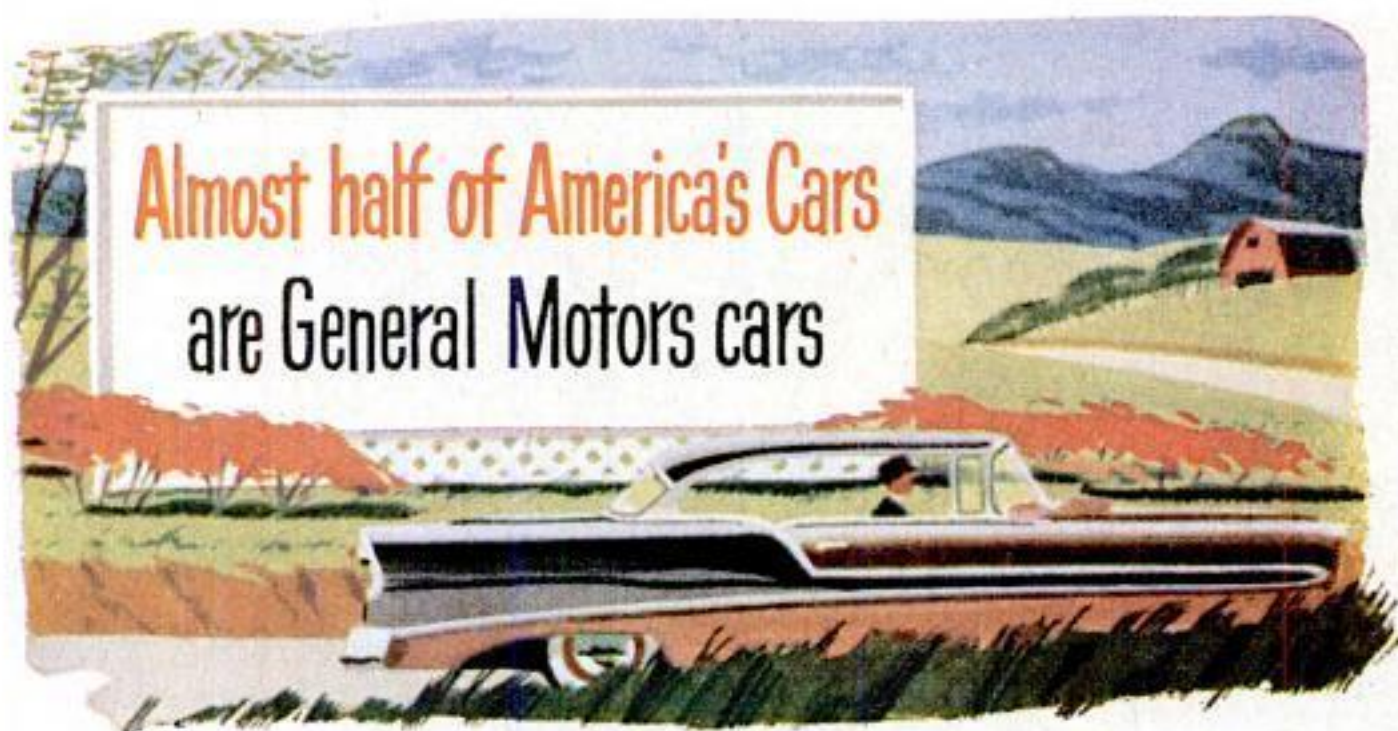


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 ON RADIO . . . Lowell Thomas Newscast on CBS Network.
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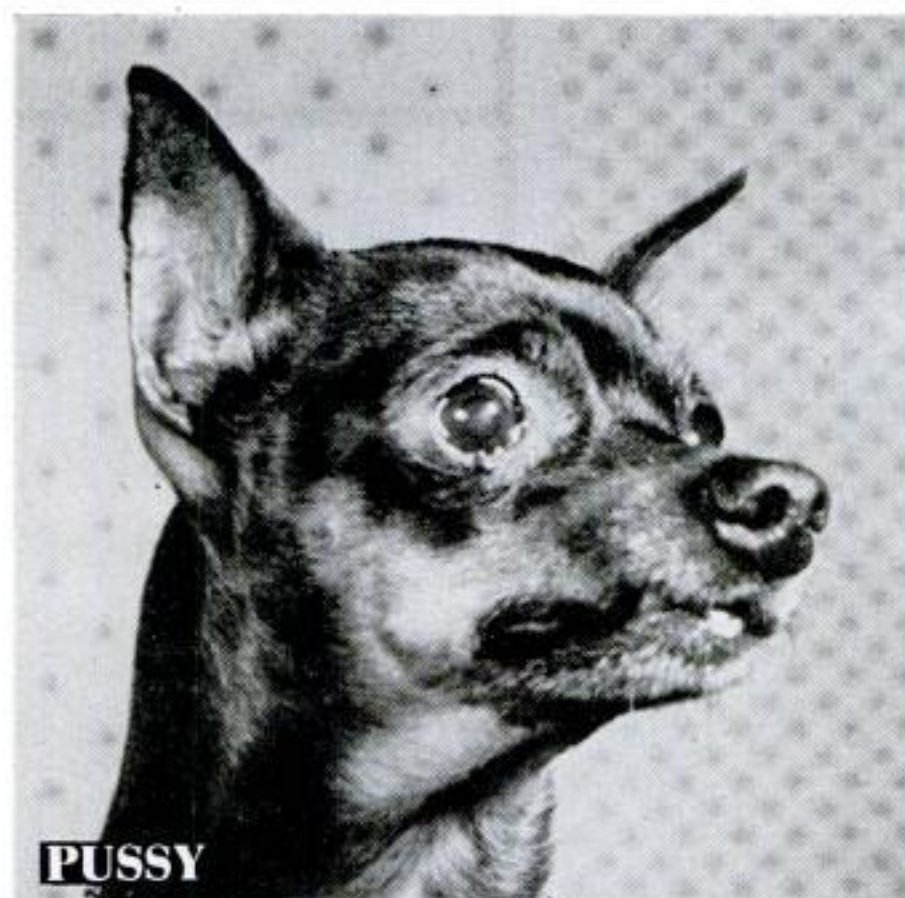


Available in Decanters



**OLD
HICKORY**
STRAIGHT **BOURBON** WHISKY

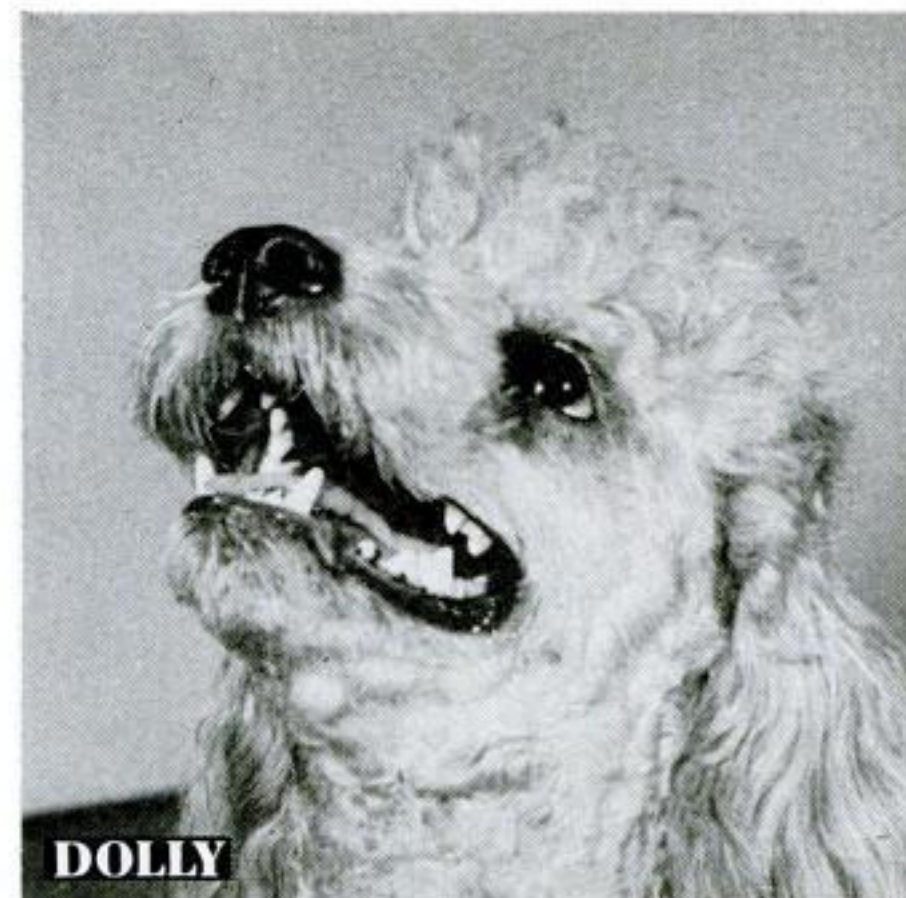
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WHERE



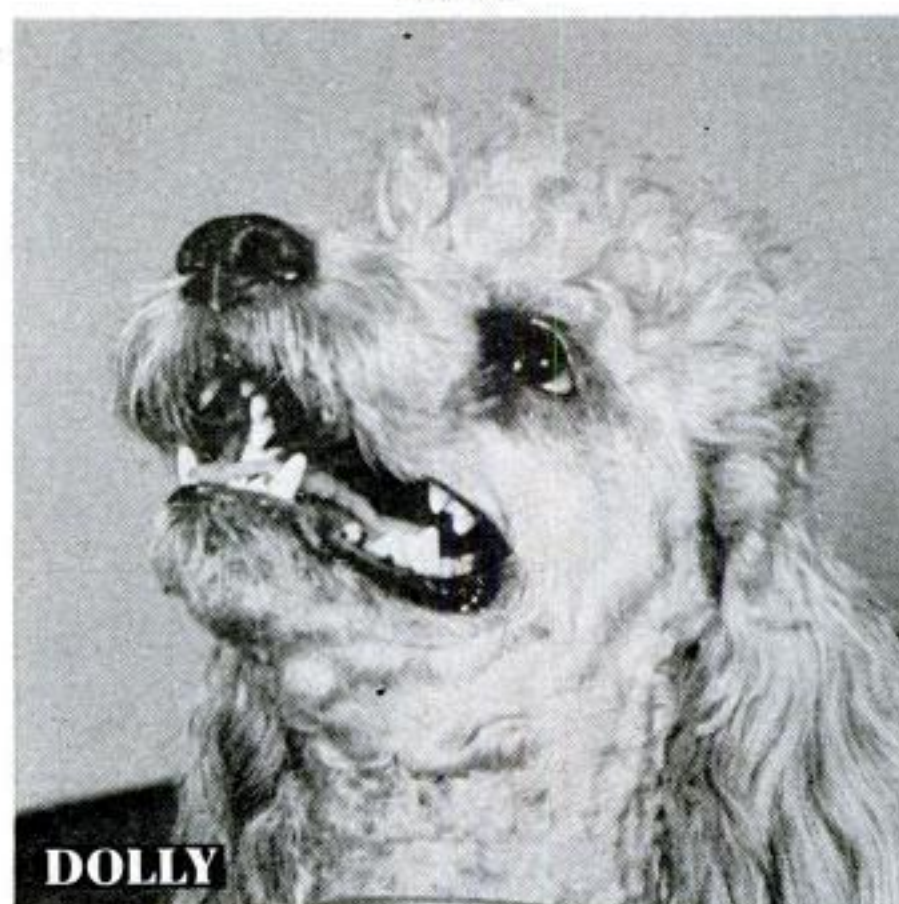
OH



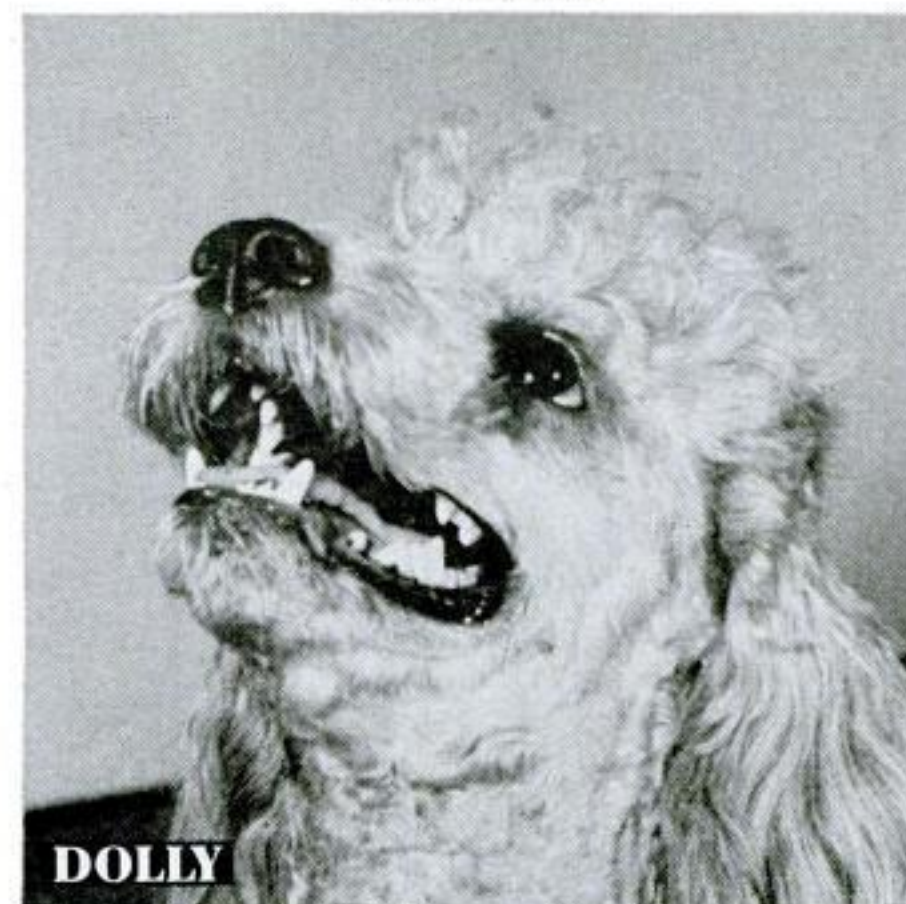
WHERE



HAS



MY



LIT-



TLE



DOG



GONE

The Caroling Dogs of Copenhagen

This year the Christmas spirit spread beyond mankind as five barking dogs became the season's musical sensation. An RCA-Victor record of the dogs doing *Jingle Bells* has already sold half a million copies, confounding man and beast.

The beasts are so steadily on the beat and are so close to being in tune that LIFE sought out Carl Weismann, the record's producer, and asked him to have his dogs sing *Where Oh Where Has My Little Dog Gone?* Weismann, who lives in Copenhagen, said he had no idea where the *Jingle Bells* barkers are now. But, he added, any old

dogs could do the trick. Armed with his portable tape recorder, he wandered around town taping the best barks by two shepherds, a poodle, a terrier and a pinscher he called Caesar, King, Pearl, Dolly and Pussy. Back in his studio Weismann snipped and spliced taped barks so that the pinscher would tweet the one high note, the shepherds would woof the low ones. The poodle and terrier, both two-noted barkers, did the mezzo work in between. By putting the barks in the sequence shown above, Weismann perpetrated the funniest musical trick since Hector—who couldn't sing—was a pup.

"May I ask who makes your underwear?"



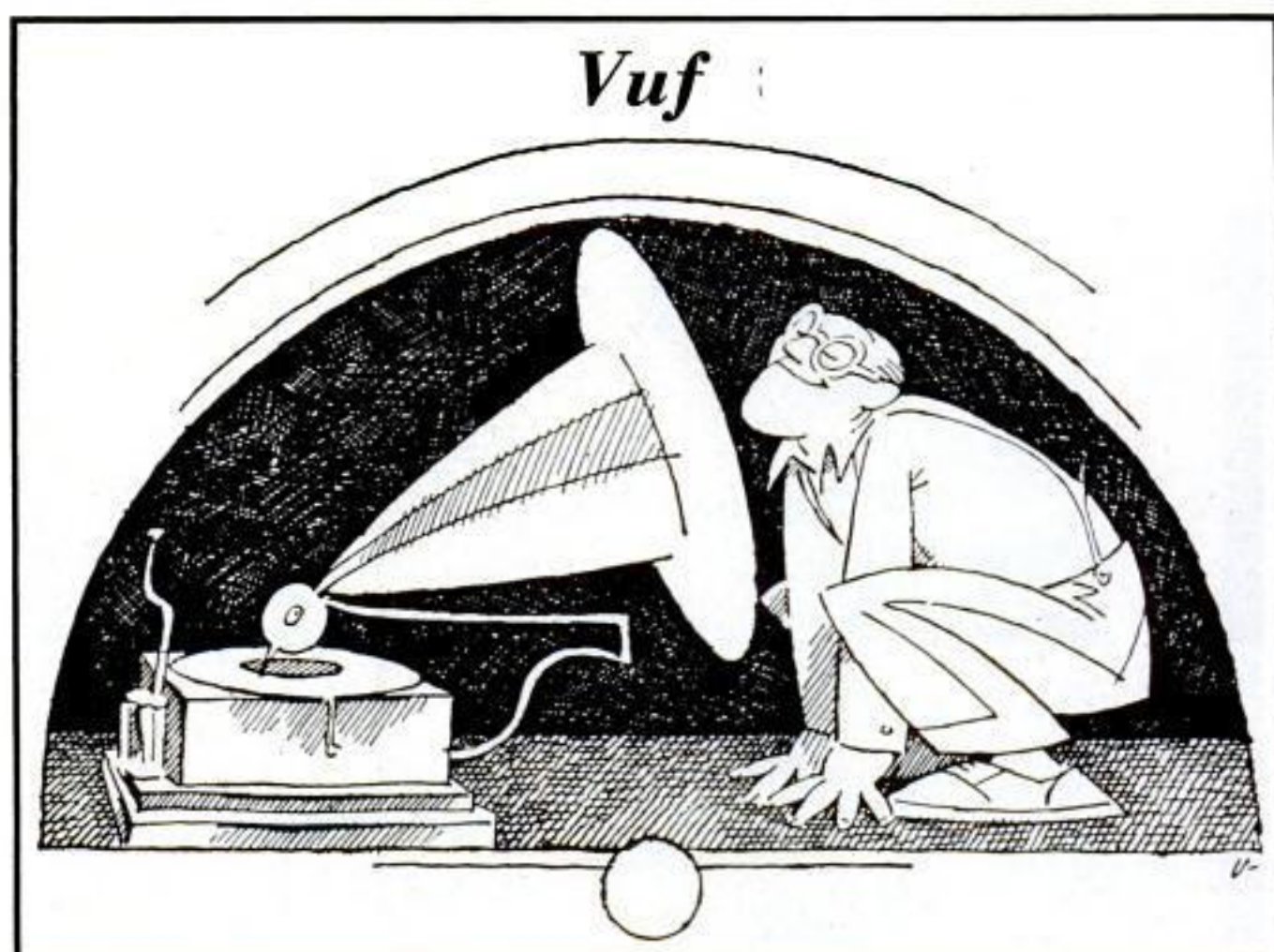
"Manhattan"
of course"

FESTIVE—gay Holiday stamps on cotton broadcloth boxer shorts, attractively gift-packaged, \$1.50. **PARK**—cotton T shirt with dacron and cotton collarette, \$1.25. By the makers of famous *Manhattan* shirts. ©1955

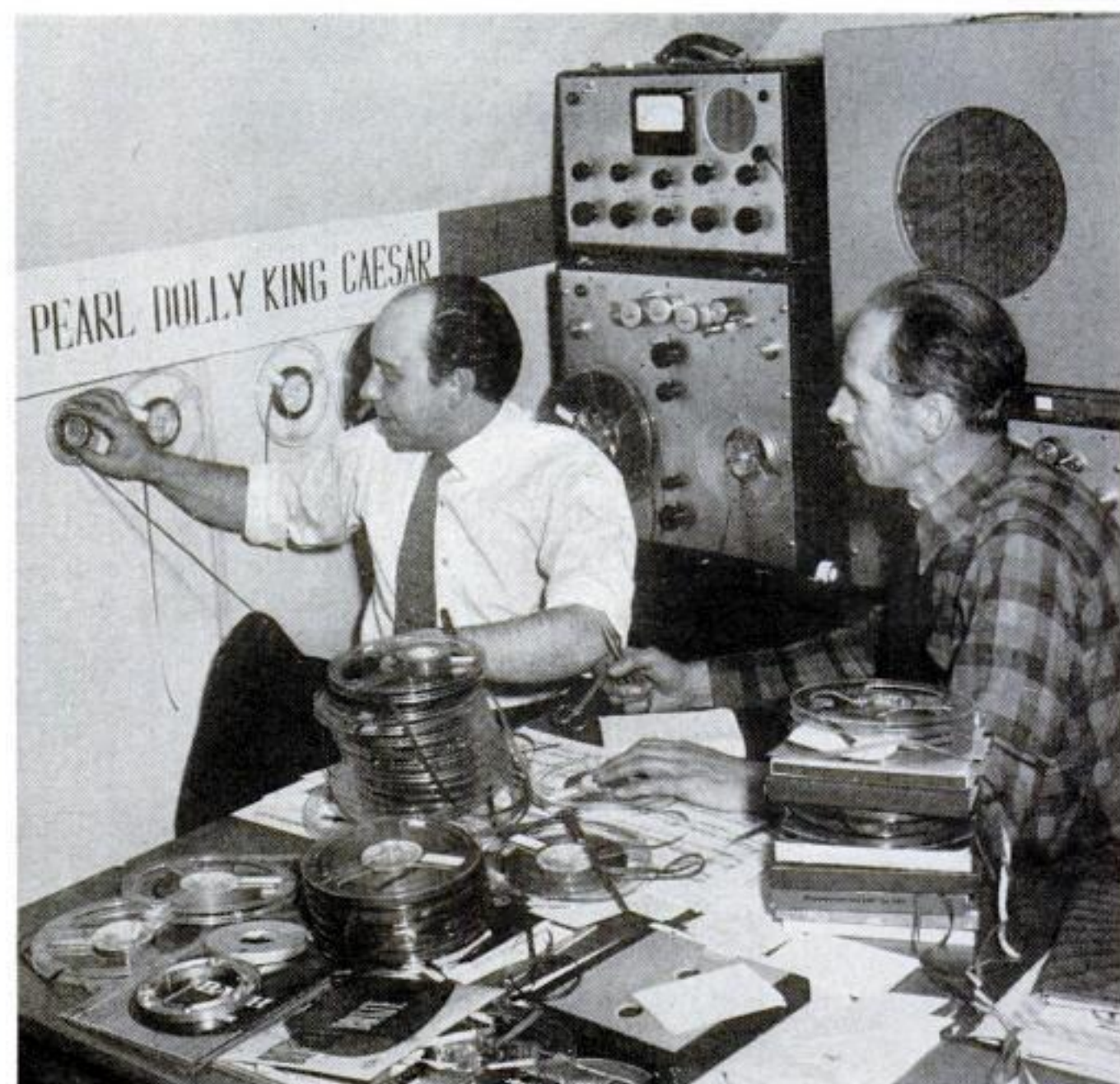
CAROLING DOGS CONTINUED



SEARCHING FOR TALENT is perilous activity in Weismann's life as a sheep dog with a splendid bark springs at him before he is ready to record.



DANISH SPOOF on singing dog's success was cartoon entitled "His Dog's Voice," lampooning the old Victor trademark. "Vuf" means "bow-wow."



SPlicing TAPed BARKS into finished song form is done by Weismann (right) in his studio after separating dogs' work on hooks under names on wall.



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TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!



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STANBACK is not a one ingredient formula . . . STANBACK combines several medically proven pain relievers into one easy to take dose. . . The added effectiveness of these MULTIPLE ingredients brings faster, more complete relief, easing anxiety and tension usually accompanying pain. . .

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30 precious diamonds, 14K gold, 17 jewels.
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NIVADA GRENCHEN**

if you could read his mind



you'd give him

a Polaroid Land Camera

Stop racking your brain. This is it. There's no gift this side of a cabin cruiser that will give him the boot he'll get out of a Polaroid Land Camera. For here is a gift that gives him the action, the fast sure results he insists on. The excitement of taking a picture one minute and seeing it the next is his kind of fun, his way of doing things. And today, there's a great new

Polaroid Land Film that gives you 60-second pictures of magnificent quality, as delicate in tone and sharp in detail as any pictures you have ever seen. Today, the magic of 60-second photography is more fascinating than ever. Decide now. Polaroid Land Cameras are priced from \$69.95 or only \$1.19 a week. Go ahead and get him one.

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60-second **POLAROID® Land CAMERA** with great new film



What happens when **LIFE** hits

"Oil Capital of the World" — Tulsa, Oklahoma. To the uninitiated, these words bring an image of cumbersome oil derricks, roustabouts in muddy boots, "black gold" running ankle deep in the streets. Nothing could be further from the truth.

In fact, Tulsa is a clean and beautiful city. Not a single working derrick mars the skyline. There is enormous prosperity in Tulsa and its citizens, as cosmopolitan as any in the country, enjoy a rich and varied cultural and social life.

To be sure, oil is the lifeblood of Tulsa. Virtually every major oil-producing and allied industry has offices or laboratories here. It is the permanent home of the International Petroleum Exposition, as well as of the petroleum industry's leading magazine.

Here, as in every other community across the nation, where LIFE is read in 3 out of 5 households,* LIFE influences the lives of people. In their own words, let a few Tulsans tell you about it.

*Source: *A Study of the Household Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. (A LIFE-reading household is one in which any member aged 20 or over has read one or more of 13 issues.)

LIFE 9 Rockefeller Plaza, New York 20, N. Y.



Harold G. Hynd, Works Manager of the Tulsa Division of Douglas Aircraft Company: "We know by the comments and inquiries we have received, any mention of Douglas in LIFE makes Tulsans increasingly proud that our Company is a vital part of this great and growing community."



Tulsa Twins, Mrs. Barbara Hambric (l.) and Mrs. Betty Jones were the subject of a LIFE article on teen-agers in 1947. They say, "LIFE made celebrities of us. We received many offers of modeling jobs, letters seeking beauty advice, even marriage proposals from as far away as India."

The Thomas Gilcrease Institute of American History and Art has one of the greatest collections of early Americana in the nation. Mr. Gilcrease says, "The impact of LIFE's 1954 story about the Institute is still being felt. Some recent letters from abroad mentioned the article."

The First National Bank of Tulsa is the home of the enormous and controversial Conway Mural. Says Board Chairman R. O. McClintock, "LIFE's '51 story about the mural brought inquiries of international scope. Even now we get letters referring to 'that painting we saw in LIFE.'"

G. Y. Vandever, head of famous Vandever's Department Store, discusses plans for an important fashion show with Mrs. D.R. Feagin, prominent Tulsa socialite. He says, "I'm amazed at LIFE's impact on fashion. A new style appearing in LIFE has an immediate reaction on our customers."

H. Arthur Brown, Conductor, Tulsa Philharmonic Orchestra: "LIFE's articles about orchestras point up the importance of music, encourage its support. No matter what symphony orchestra LIFE chooses to discuss, it stimulates new interest and pride in our orchestra."



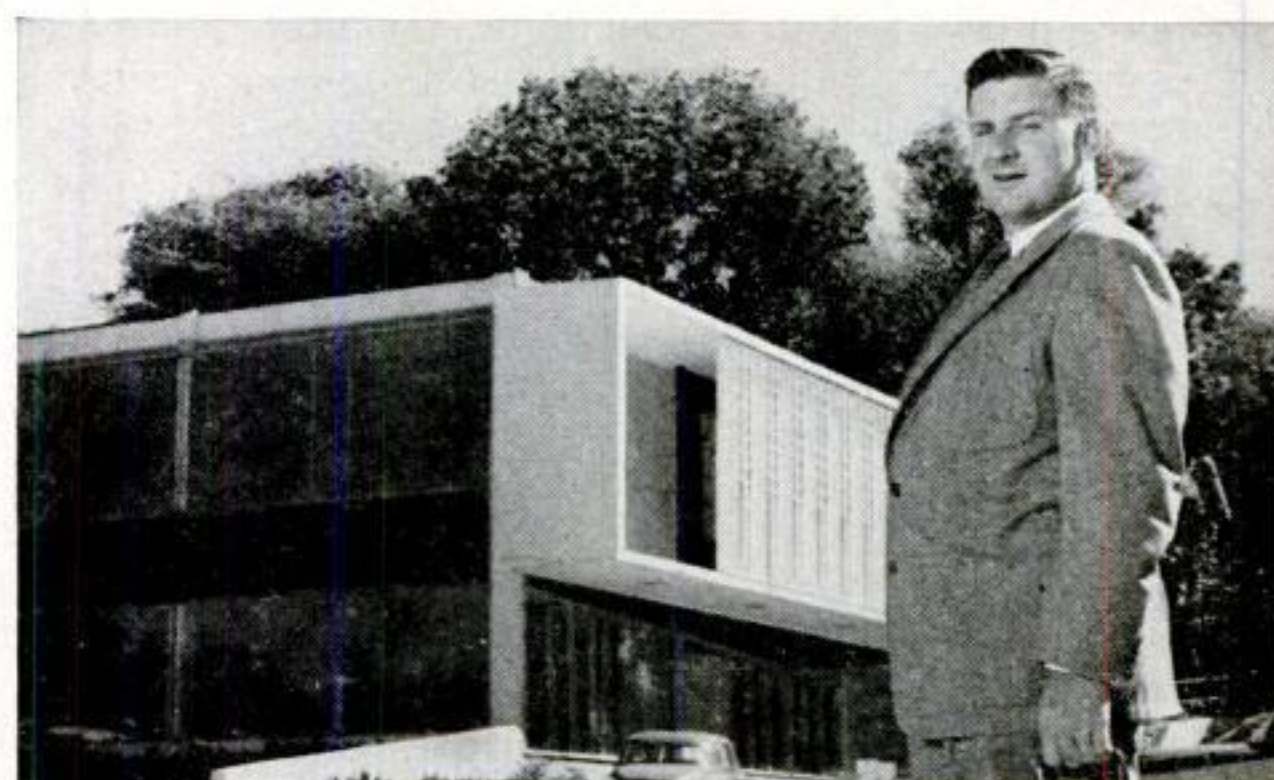
TULSA?



Tulsa plays host to the oil industry. Approximately every four years, Tulsa holds its famous International Petroleum Exposition which attracts delegates from more than 50 different countries. Here against Tulsa's night skyline you can see the imposing expanse of the Exposition grounds. During the last show (1953) over a billion

dollars' worth of oil equipment was sold. W. B. Way, General Manager of the event, says, "After the LIFE story of our show (6-1-'53), we had a tremendous increase in the number of requests from all over the world for space at the next Exposition. The extraordinary thing—the date for the next Exposition hadn't then been decided upon."

Little Reatha Sunday is just one of the lucky Tulsa youngsters who learned horsemanship at the Tulsa Junior Riding Club. Hollis Bounds, former Director of the club, says, "LIFE's story about us (1948) really stimulated interest in our club. Membership literally soared."



Hugh McKenna, President of the United States Junior Chamber of Commerce: "LIFE comes to Tulsa every time a Jaycee chapter makes news with one of its community betterment projects. Pancake festivals or 'Get Out the Vote' campaigns when reported by LIFE invariably stimulate the leaders in our 2,750 Jaycee chapters to project ideas of their own."



Dale Carter (l.) and Don Nix are the co-owners of Utica Square, Inc., a beautiful new shopping center in the heart of Tulsa's exclusive south-east side. They agree, "LIFE's local impact builds sales for the retailer. When the stores in our shopping center recently ran their own 'Ad-vertised-in-LIFE' promotion, the average increase in sales was 25%."

WHY FRANCE SELDOM IS FREE OF CRISIS

A two-headed system of government and a capacity for grand illusions divide the nation against herself

by HERBERT LUETHY

For the past month, just as it has for the past decade, the news from France has dealt with the ousting of premiers, unrest and rioting in the colonies, economic troubles at home and utter confusion in the National Assembly, which reached a climax this time by the dissolution of the Assembly itself. Even France's firm admirers have long been disturbed by this perpetual state of crisis. The article below, written by an expert on French political affairs (see p. 100), goes behind the news to get at the roots of France's trouble.

FRANCE, that country justly famous for her glorification of reason and order, for her clear, precise language and for her remorseless logic, is in many ways the most disordered and inconsistent country in the world. People fail to understand France because they unconsciously expect all things French to be logical. And because they expect logic, they are puzzled and disturbed when France behaves illogically. They fail to realize that confusion and inconsistency are not accidents in France but are an inescapable part of the French "system."

The outstanding example of France's inconsistency is, of course, her habit of overthrowing her governments. It would be difficult to find a more perfect illustration of inconsistency than the collapse last month of the government of Premier Edgar Faure.

Faure was defeated not so much by opposition parties as by a wing of his own Radical party led by Pierre Mendès-France. He was defeated not because of his policies but because he wanted to dissolve the National Assembly six months ahead of time and hold a new election in order to keep Mendès-France from having enough time to form a coalition against him.

The early election was voted down. But Faure seized upon an obscure section of the French constitution to dissolve the Assembly anyway and call a new election for Jan. 2.

The Assembly members were outraged not just because Faure had dissolved the Assembly but because in so doing he had effectively used a constitutional clause designed to promote stability of government. Such an appeal to the constitution is, in France, considered an aggression against public liberties and even an attack on the Republic itself.

Government crisis is a tradition in France. But, as one asks after reading each new headline, how can a country function when it has made a permanent state of crisis the normal state of affairs? How can anything be accomplished in a country where authorized application of the constitution can be a source of outrage and where a government can almost be accused of tyrannical longevity if it manages to stay in power for a full year?

The answer must be read against the background of the two distinct and dissimilar

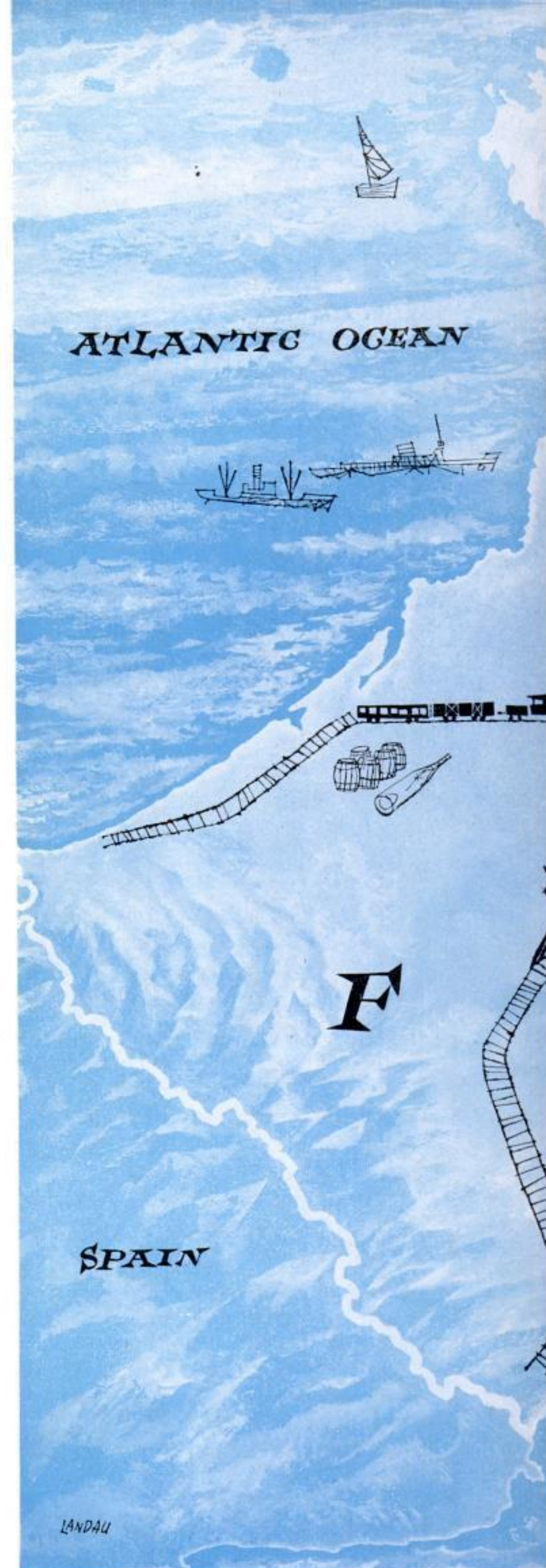
institutions which rule France. On the one hand is the National Assembly, the elected body that passes all laws, selects and overthrows all premiers and cabinets, and is in a constant state of uproar and vacillation. On the other hand is the French bureaucracy, a huge, ponderous organization of civil servants responsible for the administration of all French affairs from the biggest cities down to the smallest villages. This bureaucratic state is as stable and as rigidly organized as the government is unstable and disorganized. Premiers may come and go, but the bureaucracy remains vigorously, indomitably unchanged, intact through all revolutions and all shifts of government.

Assembly and bureaucracy

THE Assembly is the final political authority in France, the only body that has the power to vote taxes or proclaim policies. The bureaucracy supposedly carries out the political decisions of the Assembly. But actually it is untouched by political struggles, as if politics and the state had no relation to one another. In some areas the Assembly and the bureaucracy overlap or conflict with one another, and a few problems may occasionally fall between the jurisdiction of the two. But for practical purposes, all France is divided into these two parts. To understand how two such dissimilar institutions came to govern France in their dissimilar ways, it is necessary to go back into French history.

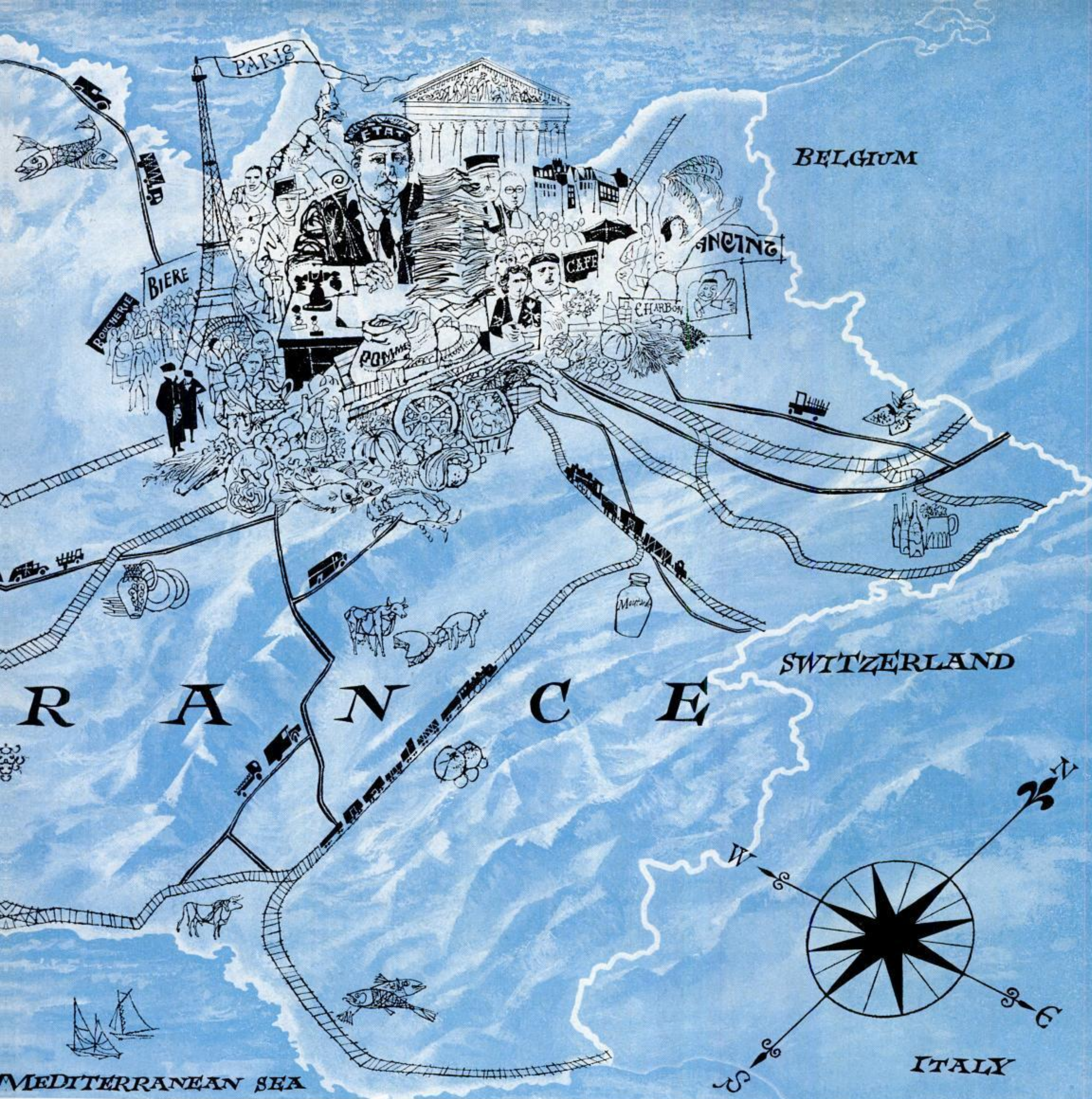
Ever since the Revolution of 1789 France has been searching for a system of government. Four republics, two monarchies, two empires, not to speak of several ephemeral forms of revolutionary or authoritarian government, were all tested, and many different constitutions were tried out. Finally there was agreement on the parliamentary republic, not because it was the most effective system of government but because it was the one system that would enable the state to function as it always had. For 80 years, except for the period of the occupation and the liberation, the parliamentary regime has been "stable," but its stability consists in regularly disposing of its governments.

And yet the French parliamentary republic,



SPOKELIKE ORGANIZATION of France makes Paris the country's hub and is the cause of many of France's problems. The capital is the focus for all

as it appears in the Constitution and the textbooks, is a marvelous construction of rigid and abstract logic in which everything follows from a single unifying principle: the sovereignty of the French people. At election time the people select deputies who then meet in the National Assembly. The deputies, together with the senate, choose from among themselves a president of the republic, and the deputies alone name a premier who, with his cabinet, must execute their will. The premier's government is only a kind of executive committee without any independent power; the Assembly selects and dismisses the government at its discretion. (The only clear-cut political function of the president of the republic is to accept the resignation of the government and to propose new candidates to the Assembly.) The principle of political unity is pushed to the



major railroad and trucking lines bearing produce and products from the outlying provinces. In the city are the two institutions that between them govern

French life, the National Assembly (building with columns) and the all-powerful bureaucracy of the state (man at desk). Nearly all the fields of business,

entertainment, distribution of food and intellectual life of France are also centered in Paris, making the rest of the country an economic and cultural desert.

extreme. Everything is supposedly done and undone in the elected Assembly. The government it appoints wields the only political power in the entire country, locally or regionally, as well as nationally. The budget for the least little commune in France is controlled by prefects who are delegates of this central power.

This monstrous concentration of all national life in a single institution is carried to the point almost of caricature. There are, of course, local political bodies and departments, but they are strictly subject to the central power. There is likewise a second chamber, the senate, but it has little authority. Not only do its members, who are elected partly by the Assembly, have less authority than the members of England's House of Lords, but they do not even enjoy the titled honors of their British counterparts.

It is useless to speak of other elective bodies in France, for while their members do have the right to express their views, they are scarcely ever asked to do so. They are simply constitutional flourishes which have been added on for the sake of symmetry.

Meaningless elections

AND so it is that the National Assembly is the one political reality in France. By textbook theory as well as by the aims of the constitution that established it, the Assembly and its appointed government should function smoothly, reasonably and efficiently. Actually, of course, it does not. The premier scarcely assumes office before his government begins to fall apart, and the next government is already in the wings.

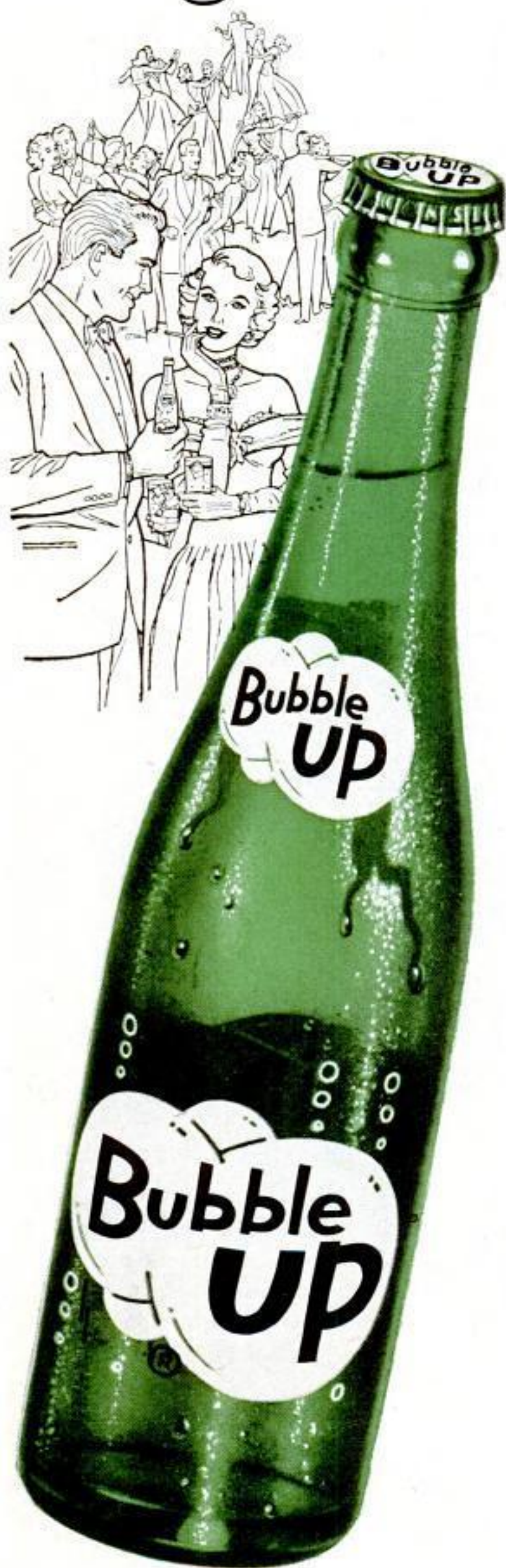
As for the power of the voters themselves,

the "sovereign" French people, even that is questionable. The Assembly elections, which occur roughly every five years, seldom permit the expression of anything which could properly be called a national will. One of the most surprising sights to the observer of the French democracy at work is the feverish effort of the National Assembly at the approach of each election to invent a whole new electoral system. This is the supreme question debated by each legislature. The moment it is raised, nothing else counts any longer. In recent weeks one could watch the Assembly—forgetful of the Algerian war, not even taking note of the loss of the Saar or of the return to Morocco of the sultan it had banished forever—discussing only the reapportionment of electoral districts.

For each deputy knows that the result of the election will depend much more on the



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RIVAL PREMIERS Edgar Faure (left) and Pierre Mendès-France were still nominally friends when they shared dais at Radical party meeting last month.

FRANCE CONTINUED

way of counting and of combining votes than on the votes themselves. With exactly the same electoral vote, the same party may return 50 or 100 or 150 deputies to the Assembly, depending on the way the election is organized. The American, English and Swiss electoral systems all function because they remain constant and do, in fact, register the changes of public opinion from one election to another. But the French try to change the system of measurement with each election in view of the results the politicians hope to obtain, thus replacing the system of measurement with a system for cheating it.

The French party system makes almost illusory any idea of consulting the people. On the left there are purely ideological parties, most of them related to some long-dead historical issue rather than to current policies. More to the right there are other groups representing only local or regional interests. And the sovereign people, whose effective participation in political life is limited to choosing its deputies every five years, does not even know, in choosing this

THE AUTHOR



HERBERT LUETHY

Herbert Luethy, a 37-year-old Swiss-born political analyst, has for the last 10 years made Paris his home and France his chief object of study. His love for that country has not kept him from criticizing her severely, notably in his recent book, *France Against Herself* (Praeger, \$6.50). This book was applauded by critics here and in Europe, especially in France itself where newspapers called it brilliant, knowledgeable and "the best book written on France in 10 years."

candidate or that label, to what sort of government or policy it is giving its support.

Aside from the Communist party, which forms a foreign bloc outside the system (and whose attractiveness is in good measure due to the fact that it seems to be more serious than the others), all the political parties appear to be little more than electoral combines which are united only at election time. In the Assembly during the great debates each party splits in two, and it is the normal procedure for members of a party to vote against the government even when their party is represented in the cabinet. It is not surprising that the Radicals, those opportunists par excellence, without the trace of a formal program and peculiarly deft with ambiguities, have been in almost every government for 50 years.

If France had to depend solely on this strangely elected, strangely run Assembly for getting things done, the chaos would be inconceivable. But behind the outer weaknesses and obvious failures of the parliamentary republic, the French state stands as one of the most powerfully organized structures imaginable.

CONTINUED

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FRANCE CONTINUED

The state is modeled along the lines of an army, a machine geared for domination and conquest, having been progressively perfected by the absolute monarchy of Louis XIV, by the revolutionary government, and by the military dictatorship of Napoleon. The parliamentary regime with its constantly changing governments is in a strange way the negative answer to the state. It is there to neutralize and paralyze this state which is too strong and too authoritarian. A hundred prefects and 300 subprefects, appointed and dismissed by the government without the say of any of the people they are supposed to serve, govern France down to the last tiny police office in the most remote village.

But this great apparatus of command now transmits only the orders of temporary governments, and even these orders may be transformed or buried by an imposing organization called the Council of State. This judicial body, which stands at the top of the bureaucracy, not only advises the government on what it should or should not do but also has the power to interpret laws passed by the Assembly. It does not hesitate to interpret in the light of ancient decrees issued in the time of Francis I or Louis XIII. By putting its own final construction on what a law really means, the Council of State often pours back the new wine into the old bottles of an archaic jurisprudence.

Thus protected on all sides from political interference, the bureaucrats can tranquilly pursue their careers with the knowledge that unless something serious happens, their own advance will be automatic. Who the premier is does not matter too much. With or without the government, the state continues, and the bureaucrats are the state.

But if it ever fell into the hands of a strong government, this apparatus could easily become an arsenal of crushing and tyrannical domination, and the "defense of the Republic," the popular slogan at election time, consists precisely in preventing any effective direction of this bureaucratic apparatus, which is too powerful for comfort. The Assembly is the one and only check against unlimited authoritarianism. The political minds of France never fail to complain of the weakness and incoherence of their government. But as soon as a premier threatens to acquire some authority, or even too much popularity, let him be named General de Gaulle, Mendès-France or even Antoine Pinay, the Assembly feels threatened in this exclusive possession of sovereignty. It rises up to "defend the Republic" and crush the usurper. The essence of the French parliamentary republic is an all-powerful bureaucratic state tempered by governmental impotence.

The anonymous army

THE French bureaucratic state remains practically undiscussed. Newspapers almost never mention it. Yet there is nothing in the land which does not bear the imprint of its long reign. It is written into the map of France, is present in the monuments, in the language and in manners, and in all the acts of daily life. The history of France is in fact *its* history, that of a central administration with a thousand anonymous heads, an army of lawyers, scribes and bookkeepers, who with termitelike obstinacy have made France the peculiar unity of civilization and routine that it is. This administration evolved and grew continuously from its beginnings in the insignificant little group of officers of the 10th Century kings, whose realm hardly extended beyond the outskirts of Paris. Slowly and pitilessly crushing every attempt at independence, any power opposed to its own, it assured the continuity of France throughout all the dynasties and revolutions.

While the state preserves much that needs to be preserved and in fact is responsible for the conduct of affairs, it is by no means an unmixed blessing. In some fields its very organization stifles any hopes of progress, and its supposed efficiency often leads to gross inefficiency. But for good or bad, it is the supreme controlling factor in the public, and often the private, life of France.

To render visible this structure of France one has only to contrast a road map of the late Roman Empire with its maze of great highways from east to west, and from north to south, to a map of the present-day railroads, which resembles a spider's web whose center is Paris. This web is not the result of accident but of intent. Under the persistent action of the state power, like iron filings drawn to the magnet, all the lines of force in France, the roads and all that moves on the roads, trade, transport, politics and ideas, have been made to lead toward Paris.

The economy of the country itself is organized in accordance with these lines of force. Half of the factories constructed since the liberation have been set up in the vicinity of Paris. More than half of the national revenue is concentrated in one tenth of the

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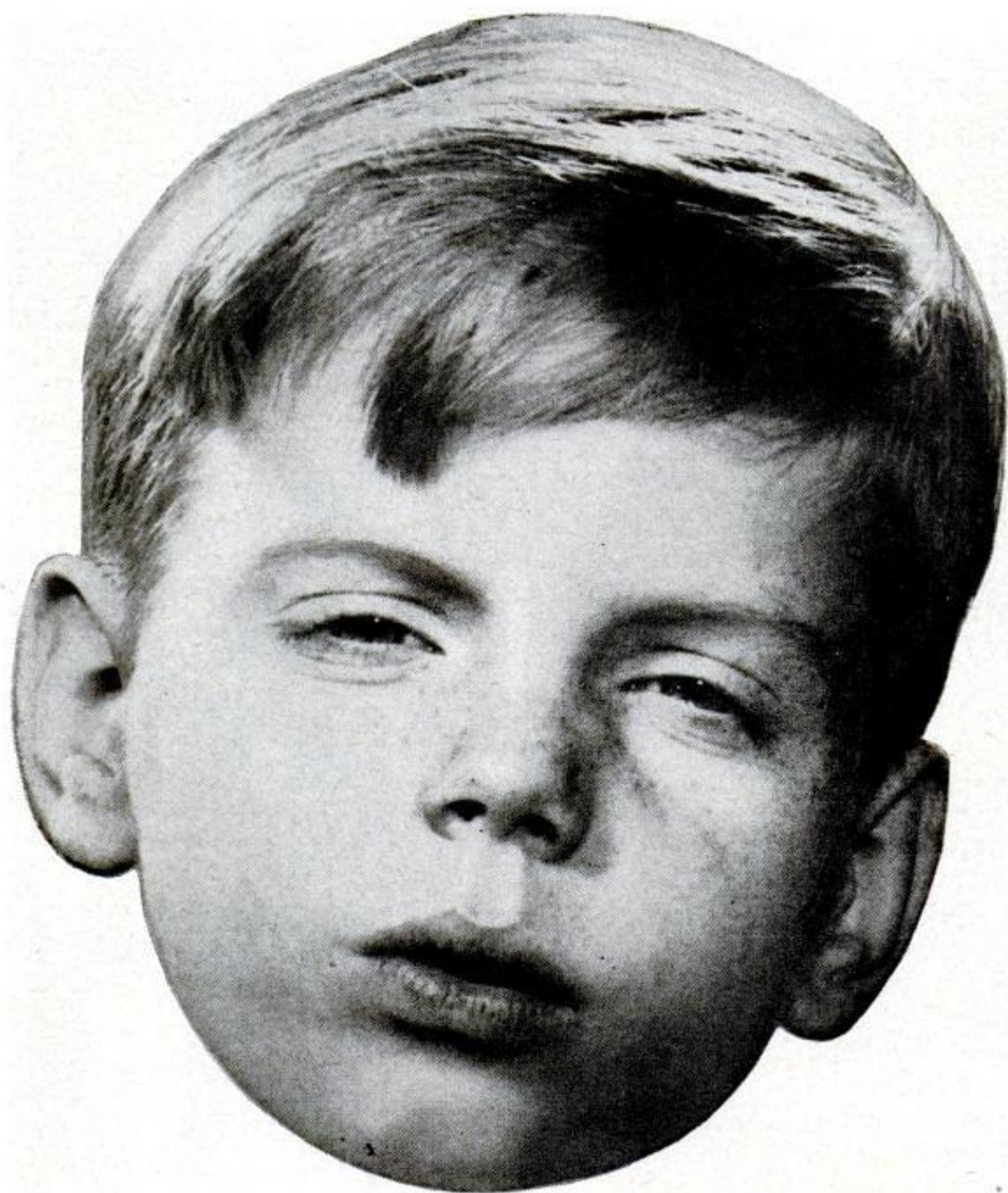
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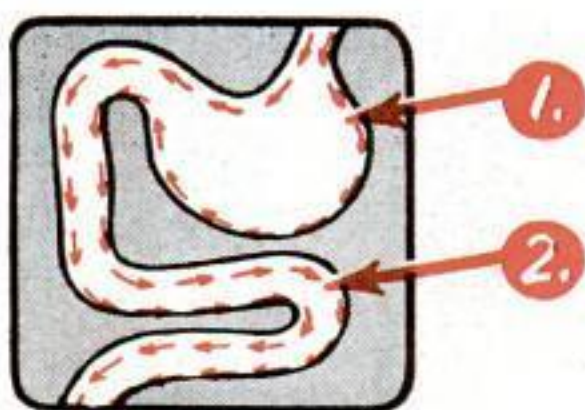
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"THE BELLY OF PARIS" is the mammoth market of Les Halles, an inaccessible anachronism where food from provinces is piled high on sidewalks.

FRANCE CONTINUED

country, with the region of Paris as its center. Even the agriculture of this country of landholders is oriented toward Paris, and the regions which were not able to enter the Parisian network have petrified into closed economies.

The most spectacular and amazing instance of this centralization is the way in which the markets for farm products are organized. France, this France of peasants, has no markets in her provinces worthy of the name. The farmer of Gironde, the cheesemaker of Auvergne, the fisherman of a tiny Mediterranean port, cannot retail all their produce locally. As soon as their production outgrows local needs, it must go on to Paris to be sold at the discretion of the distributors and wholesalers of the capital.

The only real market for farm produce in all France is Les Halles, that unique curiosity for tourists, the famous "belly of Paris," picturesque, congested, shocking, and today the belly of all France.

Situated in the most absurd spot one could pick, in the center of a great city, within which circulation becomes more and more impossible every day, cut off from the railway system, squeezed in between narrow streets which the heavy trucks can barely get through, it nightly transforms a whole quarter of Paris into a foul-smelling swamp, a garbage bin of rotting vegetables, fish and blood. But the guild of middlemen and wholesalers of Les Halles, sanctified by tradition, law and the complicity of the Municipal Council, has defeated all efforts to reorganize distribution or to transfer any part of its business to places that would be more suitable. Here each square yard of sidewalk is worth its weight in gold, each stall is in effect a hereditary privilege, each agent who rules over a parcel of chaos can consider himself a great lord levying his tithes on the producers and consumers of all of France.

Almost half of all the consignments to Les Halles are later rerouted to the provinces. One fourth of the produce heaped up in Les Halles and on the sidewalks surrounding it rots where it lies. But the cabbage from Brittany, the tomato from Cavaillon, the lettuce of Perpignan, have to travel many miles, go twice through the bottleneck of Paris, endure as many as four or five reloadings from wagons to trucks to appear at the market, and then must return to the station with all the stains and marks of rough handling in order to arrive finally at Bordeaux or Lyons, a few miles from the place where they were produced.

State culture

THIS shocking anachronism has become the most characteristic legacy of eight centuries of French centralization. And the monopoly maintained by the Parisian market holds for the mind as well as for the cauliflower. From the intellectual standpoint more than from any other, Paris has made the rest of France a desert. The dazzling and incessant fireworks of some five dozen theaters, hundreds of art galleries, concert halls, salons, fashion houses, literary cafes, cabarets, publishers, editorial offices, filling the sky day after day, night after night, has its exact opposite: the deadly boredom and crushing conformism of the provincial city in which nothing ever happens, in which intellectual life is reduced to the old wives' tales of concierges and housekeepers, in which minds are fed on crumbs fallen from the Parisian table.

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FRANCE CONTINUED

Through the absolute monarchy and the Revolution, through the empire and the republic, all intellectual and artistic life has progressively become centralized in Paris. The authority of the state is felt in all cultural and educational institutions. The professor of philosophy, like the most insignificant ballet dancer, is a part of this huge cultural apparatus which has made art, science and literature an administrative concern.

The most admirable creation of this official civilization is the French language itself, which has also been a state institution since the 17th Century. It is supervised by the Académie Française and regulated by the legislators of "good usage." Everything thought, said and written in it is supposed to obey its rules of clarity and elegant precision, of rationalism and of order. So violent was the amputation which transformed the exuberant and expressive language of the 16th Century into this abstract and brilliant intellectual instrument that for two centuries all lyric poetry, mysticism, metaphysics and nonrationalistic philosophy were almost completely banished from the French domain.

The French state is a structure designed by jurists and operated on the principles of jurisprudence. The jurists, who came from the bourgeoisie, took over this structure, aided originally by needy kings who sold offices and functions to the rising middle class. Everywhere else the bourgeoisie was the creator of modern economy; in France it became the administrative class.

Since the time of Louis XIV, what is called French capitalism has always been state capitalism. The great French enterprises—the mines, heavy industry, the railroads, the electrical companies—were all created under state privileges with capital furnished or at least guaranteed by the state. Apart from several instances, all the more rightly famous since they are so rare, the bourgeois dynasties which direct the French economy had their origin not in the spirit of free enterprise but in the struggle to secure some part of the public wealth. This is why the large-scale nationalization after the war amounted, in fact, only to a recovery of state domains which had fallen into private hands. The functioning of the economy was not revolutionized. It was just improved.

Today, as in the 17th Century, France is the land of administrative regulation and unlimited protectionism. The state has become the director of the national economy, the collector and redistributor of revenues all over the country. The state controls the financing of nine tenths of all investments made. It is the state which bears practically the whole burden of reconstruction and of housing throughout France. It is the state which, by the institution of family subsidies, has been the principal cause of the rise in the birth rate. Half of the national revenue is channeled into the budgets of the state and its public administrations, and it is to the

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Stuffed Eggs

Cut six hard-cooked eggs in half lengthwise and remove yolks. Mash with 2 tbsps. mayonnaise and 2 tbsps. A.1. Sauce. Refill the whites with the tangy golden mixture, top with capers or chopped parsley.

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Looks wonderful, tastes even better! Blend 1 tbsp. A.1. Sauce with two 3-oz. pkgs. Kraft's Chive Cream Cheese. Place thin slices of smoked salmon on toasted bread or crackers, border with cheese mixture.

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EMPLOYER ON STRIKE protests taxes. Little businessmen all over country last spring vented traditional disapproval of government by closing shops.

FRANCE CONTINUED

state that all claims and complaints are made. The spirit of private enterprise, of cooperation and of self-help, has few roots in French history.

And yet there has been a great change in the last decade. State control, which had degenerated for almost a century into a kind of negative planning, solely concerned with preserving old structures and vested interests, has begun to turn at last to progressive planning. It has encouraged economic expansion and, as far as it can, even private enterprise. The continuity of this effort against the obstinate and powerfully organized resistance of all the economic pressure groups cannot but win one's admiration, and in many fields the results achieved are most impressive. But there is something disturbing in the artificiality and lack of spontaneity and initiative in this "French miracle." It is still not French society that is on the march; French society is only being propelled from behind by the state.

In France one of the chief impediments to progress, whether it be initiated by the state, by the government or by the people, is the unreality of French laws and policies. To a striking degree French laws are formally passed and policies officially adopted which are never put into practice. (When, for example, Faure dissolved the Assembly, acting in strict accordance with the constitution, his own party was so surprised and outraged that it saw fit to expel him.)

Frenchmen are quick to recognize the ideal course of action and to pass laws proclaiming it. To proclaim an ideal, however, is not to make it a reality, and the French are peculiarly adept at pretending that a proclamation is just as good as, if not infinitely better than, action. When in contact with the world outside and, above all, with the colonies, this tradition becomes explosive. Outside France, for minds less subtle than the French, the game of keeping a tight grip on what one has pretended to give is not appreciated.

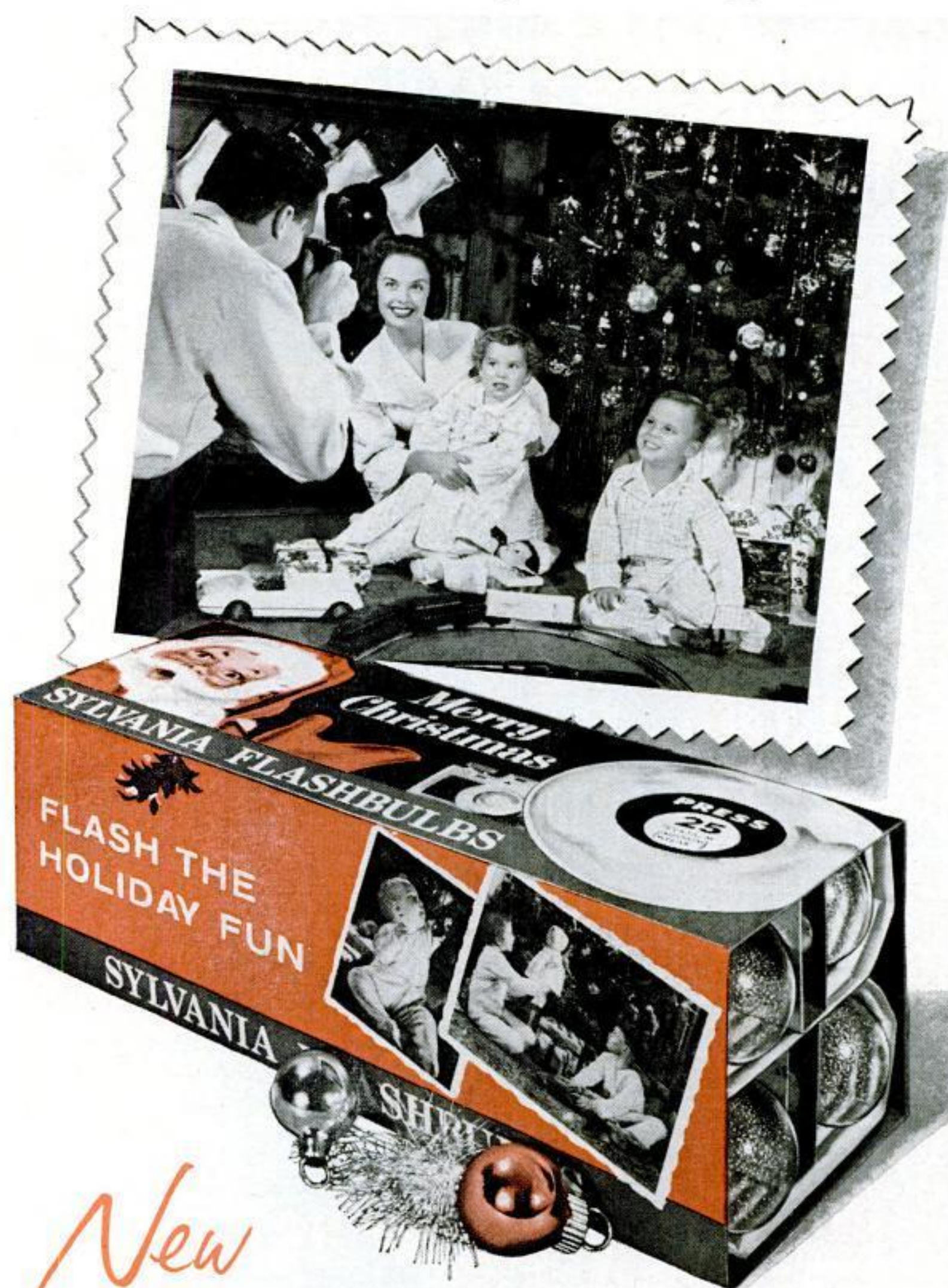
Danger in Algeria

ONE of the unapplied sections of the present French constitution legally liquidates the colonial empire, proclaiming the complete equality of 90 million French citizens, regardless of race or color. It is dangerous to embody revolutionary principles in a fundamental law unless one is prepared to take the consequences. Until just recently it was relatively easy, in spite of the new law, to let the colonial administration remain as it was in the Negro colonies in Africa. One had only to change its name, while keeping it a colony in fact. But in Algeria, already incorporated like any other department of France, the proclamation of universal citizenship created an insoluble problem, for it removed any legal basis for distinguishing between Algerians and Frenchmen.

France was not prepared to accept this at all. As a result, the distinction had to be legally maintained, after having been legally abolished, by a special law for Algeria. This special law was passed in 1947. Today, eight years later, facing Algerian revolt, the French government and parliament are seriously debating the question as to whether or not they should apply the act or at least some of its provisions, for during all these legal revolutions the

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FRANCE CONTINUED

Algerian administration has remained without noticeable change, just as it was before 1939. The Algerian problem, which, by its very nature, already contained all the real difficulties of a mixed society, was thus complicated to the point of absurdity by a legal fiction. Legally there is no Algeria, nor are there any Algerians. There are just four French departments with eight million French citizens of Moslem faith, who have no need for any country of their own since "their country is France."

There is some of this same unreality in France's international pose. According to the international statutes of the U.N., the important treaties of the postwar period, and the protocols of diplomatic conferences, France is one of the great victorious powers of the last war and is therefore associated with all decisions taken "at the summit." It is to this great power that the speeches of French statesmen continually refer. The whole effort of French policy ever since 1940 has been to regain the diplomatic status of a victor and a great power.

Yet there is no other country in the world which is at the same time so convinced of its own greatness and so pitilessly self-critical. The astonishing fact is that this need for greatness and this consciousness of faults and weaknesses appear side by side but very seldom come into contact with one another. When a Frenchman speaks of the greatness of France, reciting all the glorious names and dates of its history, and when at the same time he expresses disgust for his government, his parliament or his army, he is able to convey the impression that he is speaking of two totally different things which it does not even occur to him to compare. However, the greatness of France is not just an idea or a glorious memory, like Spain's. The French empire, the French alliances, France's permanent seat on the Security Council, her membership in the Big Four, are all real enough. With her international status as a great power, France has once more shouldered all the old pretensions and responsibilities, but she does not seem to be too concerned about her capacity to bear them.

Fiction and reality

HERE again is the tradition of unreality. Between the two wars, France haughtily maintained her claim to being a world power. But she had no modern army, almost no tanks, no aviation, no powerful industry, no united national will, no effective government, and no political perspective other than to cling to the paragraphs of treaties. When put to the test by Germany in 1940 she suffered not just a military, but also a political and moral collapse. In 1940 the contradiction between fiction and reality was so tragically revealed that the political habits which had brought it about seemed condemned forever. The great idea—one might almost call it the obsession—of the resistance was to make a fresh start, a tremendous national effort, to give back to France not only her legal but also her moral stature.

But the Allied victory erased the memory of 1940. With the prestige and legal status of a victorious power, renewing all the old possibilities for self-satisfaction and glorious illusion, the Fourth Republic took the same road as the Third, in world as well as in domestic politics.

With this long tradition behind her, France finds it easy to pass laws but difficult to take action, even when she wants to. Today the French state is trying to build an economic structure suitable to the empire and to the role of world power to which France lays claim. This effort, maintained against winds and tides and almost behind the backs of the nation and its parliament, has tended to narrow the frightening gap between the fiction of a great power and the reality of a country that has lagged behind both economically and technically.

The real France has been brought somewhat closer to the fancied one in the last few years, but meanwhile the disintegration of the colonial empire has been even more rapid than the restoration of French might at home. The great illusion of World War II victory is being paid for slowly and painfully, in successive post-war defeats: the loss of Indochina, abandonment of the colonial settlements in India, Tunisian autonomy, the approaching independence of Morocco, the Algerian war, the loss of the protectorate set up in the Saar. In the course of less than two years France has seen her imperial domain shrink like magic. To maintain the remnants of the empire has required a tremendous effort, and the country is swept by a muffled revolt by those who feel that it is all in vain.

But here, too, perhaps because of the terrible lessons of Indochina, North Africa and the Saar, a change is commencing which is a sign of returning health. France seems to be learning the

CONTINUED

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EXT WEEK'S LIFE will mark a notable publishing event—a *double* issue devoted to the single subject, "Christianity". The issue will begin with a review of the essential beliefs of Christianity, setting forth the Gospel Story in great pictures and historical text. Then follows a picture report, much of it in glowing color—on the extraordinary interest in the religion in the U.S.

and the challenges that face the Faith in our day. A final section will examine Christian practice in other nations of the world. As increasing numbers of people here in America and abroad look to Christ's teaching for the answers to questions of the soul, LIFE's editors have found that surge to religion an inspiring experience to report. We invite you to share this experience with us next week.

Andrew Heiskell, *Publisher*

This double issue will sell for 35¢ a copy at your newsdealer's



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difficult art of not leaning entirely on legal fictions, and of giving while there is still time what it cannot refuse to grant in the long run. The whole Moroccan crisis, from the *pronunciamento* in the summer of 1953 to the open rebellion of the high civilian and military functionaries of the protectorate against the decisions of the government during the summer of 1955, was a striking instance of this problem. It took five years of disorder and terror before a government could succeed in imposing both on parliament and on its own top bureaucrats the Tunisian autonomy that was formally promised back in 1950.

Rigidly holding to a posture of false grandeur, crushed beneath the top-heavy breastplate of a state at once all powerful and paralyzed, entrenched in the dogma of exclusive sovereignty, France officially rejected for 10 years her real possibilities, which were by no means small. For the fact is that five European countries asked nothing better than to unite under French leadership and that the nationalists of North Africa demanded not separation from France but only self-government. Some of these chances are now lost but some remain, and France has begun to look at them seriously.

Since the end of World War II France has lived under a drug. Her illusions, after the deep wounds of defeat and occupation, perhaps helped get her on her feet again and made her able to walk once more. But so far the reign of fictions has falsified the work of political and social forces and, above all, of French democracy itself—this at a time when the fate of France, of Europe and of the empire was at stake.

But there have been strong elements of realism in the recent governments of Premiers Mendès-France and Faure. Both men have made genuine if not always successful efforts to tear down the false fronts in the fields of foreign and empire policy and to reorganize the privilege-ridden French economy. These men, who so violently disagree on the methods for effecting almost the same policies, have run into conflict with the Assembly and have hit back, Mendès-France by appealing to public opinion, Faure by taking advantage of the legal machinery for acting without parliamentary support. But the sad result is that in the process of hitting back at the Assembly, they began to hit at each other.

The world of French politics is so glossily unreal that a practical, efficient government is apt to look merely shabby. Every step away from verbal grandeur toward reality looks like abdication and defeat. But behind the "shabby" practicality of recent governments has been a hard, infinitely courageous attempt to make the real France fit into the real world again. Recovery of force and health will come only from looking reality in the face, not from refusing to accept it or from disguising it in high-sounding phrases.

For it is only by showing courage that France will find herself again. This country, blessed by nature, rich, fertile, harmonious, the most civilized and best organized in the world, must liberate herself from the unrealities which have paralyzed her and, instead of clinging to her past, must turn to the future. Then it will be possible again, for those who love France for what she is rather than for what she claims to be, to speak of her without falsehood—and without wounding her pride.



DESERTED PREMIER Edgar Faure (center) sits alone in the Assembly when his own ministers fail to support his request for a vote of confidence. Faure's bid for a return to power will be decided in the French election on Jan. 2.

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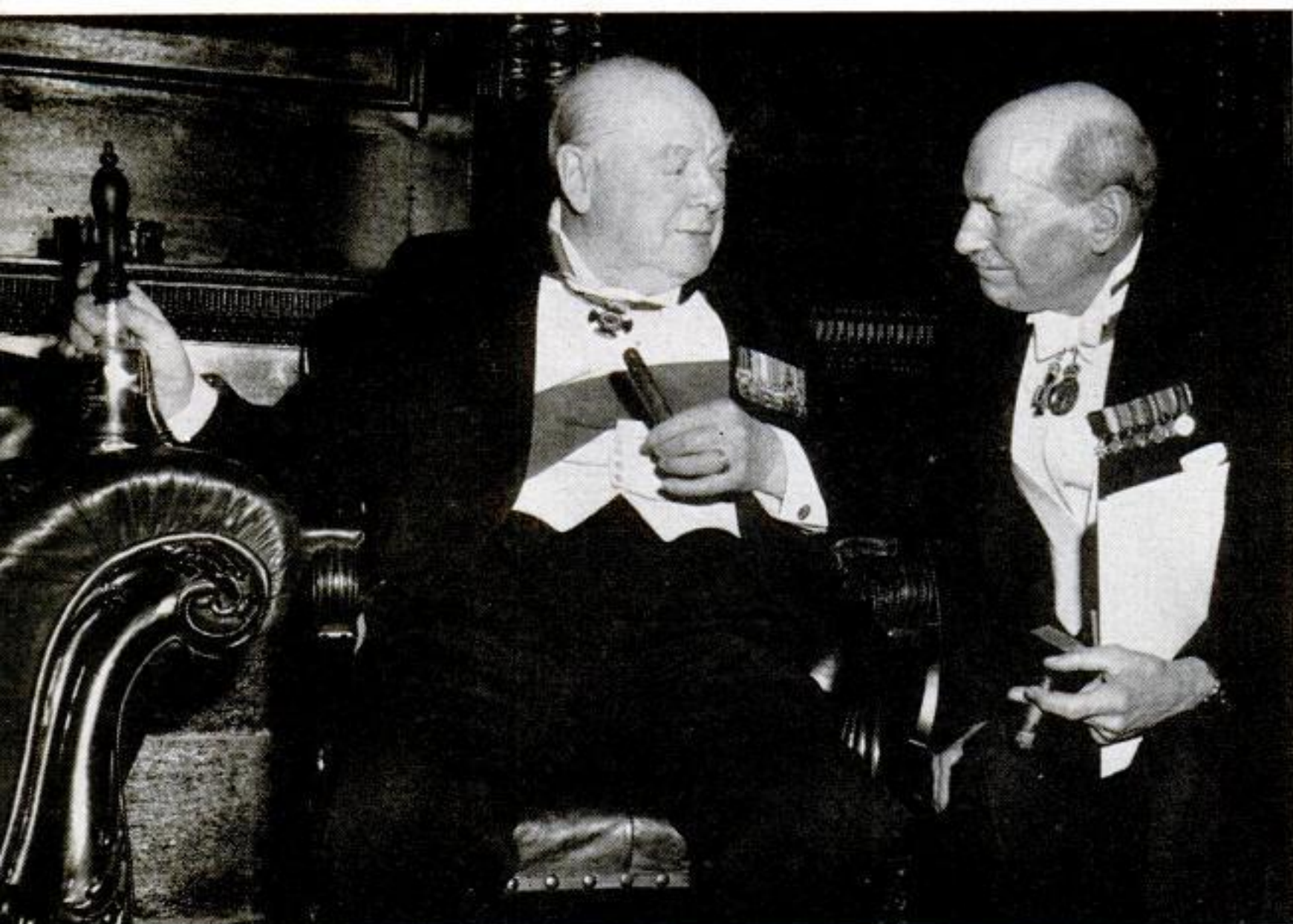
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GREYHOUND



HANDLING SILVER BELL, SIR WINSTON CHURCHILL RELAXES WITH CLEMENT ATLEE

BELL AND BANQUET FOR SIR WINSTON

One of the most imposing gatherings London has seen since the coronation assembled last week in the marbled splendor of Drapers' Hall to watch 81-year-old Sir Winston Churchill receive America's first Williamsburg Award. The award was made by the trustees of Williamsburg, the restored 18th Century capital of the British colony of Virginia, for "outstanding achievements in advancing the basic principles of liberty and justice." The 204 guests who attended were field marshals, admirals, statesmen, ambassadors and just plain old friends on hand to applaud Churchill. Among them was Clement Attlee, who just that morning had retired as leader of the Labor party and accepted an earldom. He put on white tie and tails in honor of his old rival.

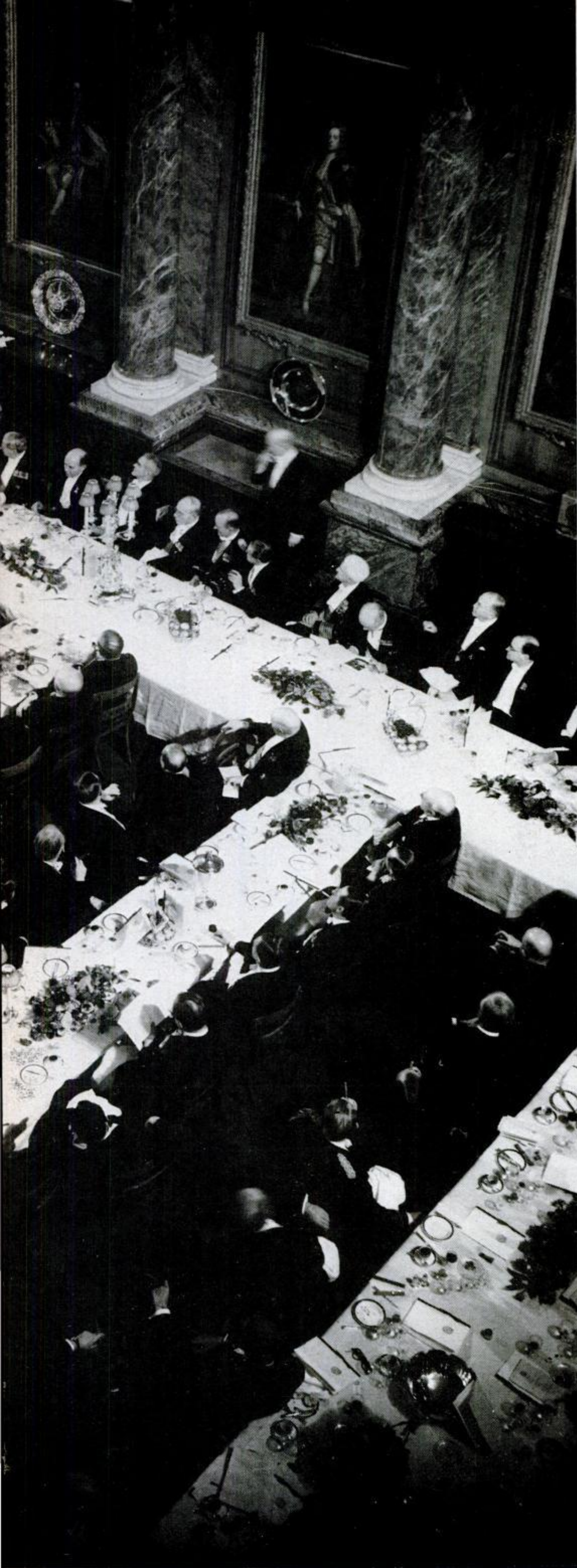
After sampling a banquet which included oysters, smoked salmon, English roast lamb, Virginia ham and cheese soufflé, washed down by French vintage wines, Winthrop Rockefeller, chairman of the Williamsburg trustees, made the award—a silver town crier's bell and \$10,000. Speaking of the bell, Sir Winston replied, "Its silver tone is gentle. I shall ring it whenever I feel there is duty to be done." At dinner's conclusion, clanging the bell, he led the way to the bar.



BEMEDALED PEERS, Field-Marshal Lord Ironside (*left*) and Lord Trenchard, reminisce. Ironside (who stands 6'4" and is genially nicknamed "Tiny") was chief of Britain's Imperial General staff early in World War II. Trenchard, a marshal of the royal air force, is known as "Boom" Trenchard on account of his deep, cannonlike voice.



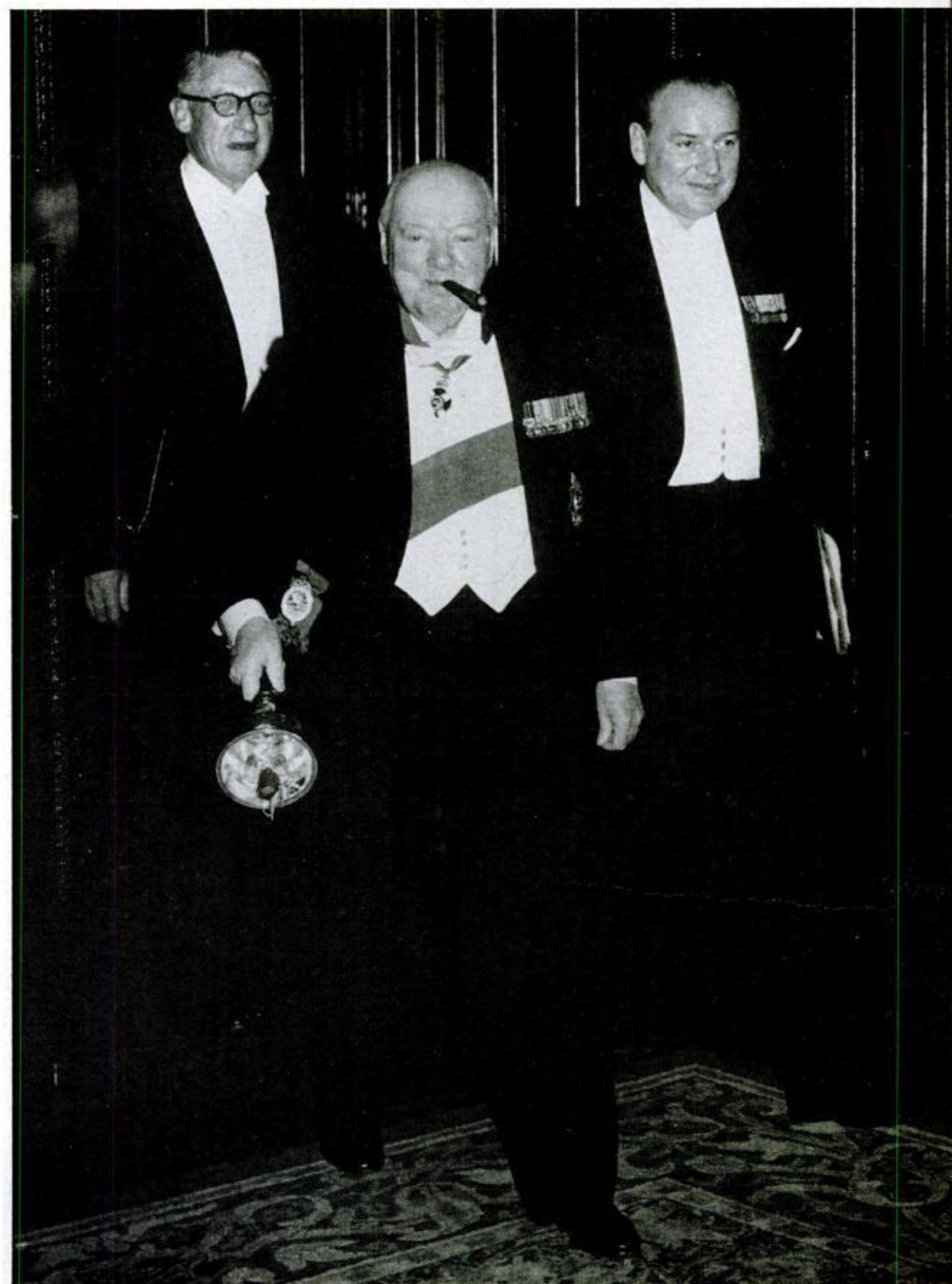
PRESENTATION CEREMONY finds Winthrop Rockefeller standing (*center*), bell in hand. Starting at head of table with Attlee (near candelabra, elbow on table), going right, are Lewis Douglas, former U.S. Ambassador to Court of St. James's (with eye patch), Marquess of Salisbury, Dr. Kenneth Chorley, president



of Williamsburg trustees, Sir Winston, Rockefeller, Viscount Kilmaur, U.S. Ambassador Winthrop Aldrich, Canadian High Commissioner Norman Robertson, Vanderbilt Webb, a Williamsburg trustee, the Earl of Halifax, General Alfred Gruenther. In background are full-length portraits of English monarchs.



PROPOSING TOAST, Sir Winston Churchill closes his eyes as he lifts glass in honor of President Eisenhower, following Ambassador Aldrich's toast to Queen Elizabeth. Champagne was Pol Roger 1947, one of great vintage years. During dinner French wines, Spanish Amontillado sherry and old English port were served, followed by cognac.



CLANGING HIS BELL and puffing his cigar, a smiling Sir Winston emerges from the dining hall after the banquet followed by Dr. Kenneth Chorley (left) and Winthrop Rockefeller. Observers noted that although he had stood for 20 minutes making his speech of acceptance, Churchill seemed younger and jauntier as he left the banquet.



TEAR FROM AN OLD CAMPAIGNER

In the same week that he was given the Williamsburg Award Sir Winston received an honor which touched him even more. He had just made his first major political speech since his retirement at a Conservative rally in Woodford,

his own constituency. When he finished, the chairman expressed the hope that the hardy octogenarian would represent Woodford in Parliament for many years more. As the audience cheered, the old campaigner shed a tear.

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